

THE COMPLETE

GUIDE

to Engaging the Modern B2B Buyer



B2B buyers have changed.

ARE YOU PREPARED?

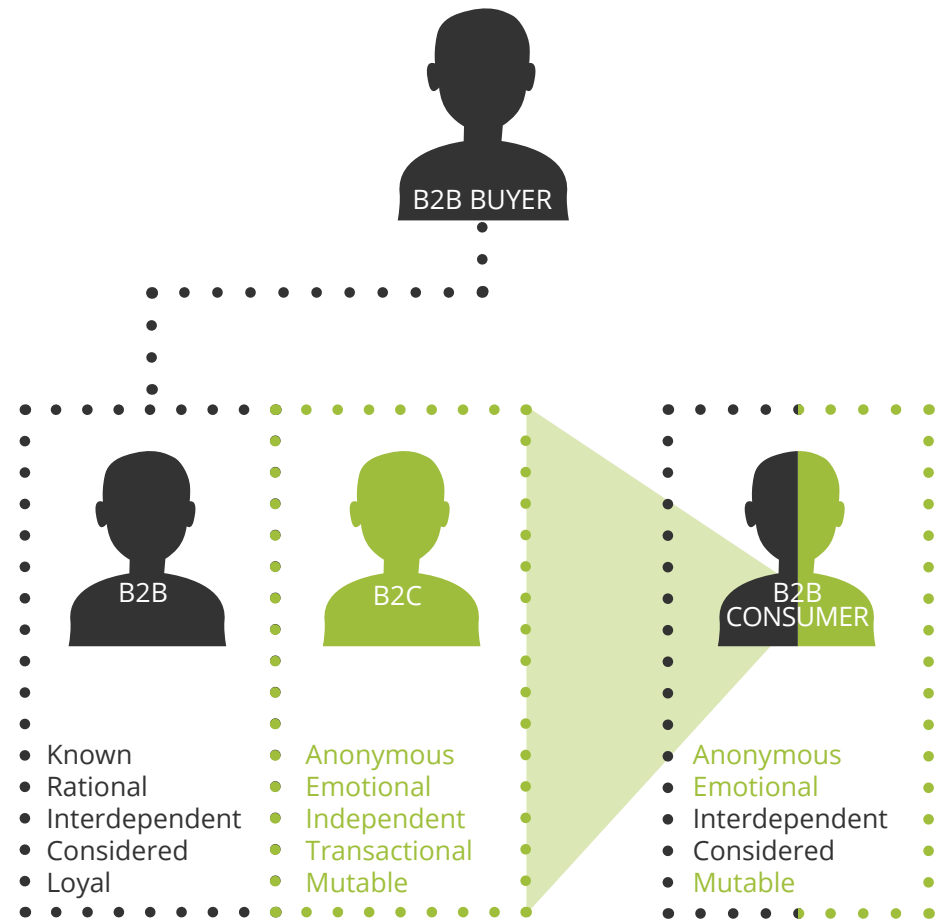
The modern B2B buyer has evolved into a hybrid of characteristics seen in B2B and B2C consumers. Once rational and loyal, the new B2B buyer has emerged as an emotional, mutable consumer with increased access to information about products, industry knowledge and competitive intel. The additional resources available at their fingertips empower today's buyers to conduct their own research and leave them vulnerable to the influence of reviews, recommendations and outsider opinions.

Because they're able to do so much research on their own, modern buyers enter sales interactions later than ever before with higher expectations for what they'll take away from each sales engagement. This leaves sellers with reduced time and increased pressure to understand and address unique buyer challenges, shift buyer perception to align with the value proposition of their product or service, and ultimately earn the buyer's business. As a result, the modern B2B seller must adjust their approach to buyer engagement to offer more flexible and interactive sales interactions if they wish to continue to increase sales and strengthen customer relationships. At Mediafly, we call this approach Evolved Selling™.

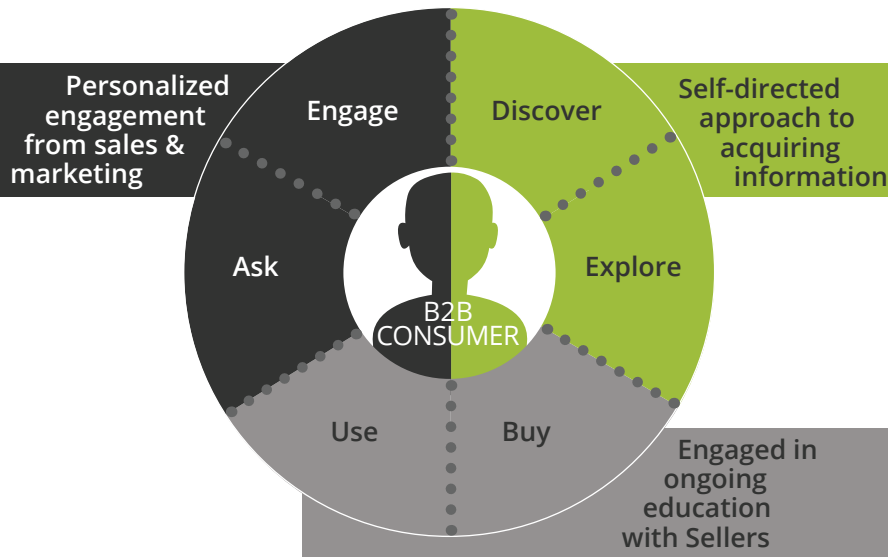
In this comprehensive guide, we've outlined the steps B2B sellers must take to adopt an Evolved Selling model. On average, Evolved Sellers can expect to accelerate deal closure by 28-43% and drive company growth by 40-60%. They experience a 70% lift in buyers purchasing more than the original scope of the project because of the value and insights added throughout their sales interactions. Evolved Sellers also drive repeat business, with buyers 82% more likely to consider them for future opportunities.

How have B2B buyers changed?

BUYERS ACT MORE LIKE CONSUMERS



Buyer engagement preferences VARY ACROSS THE BUYING CYCLE



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Step One: INCREASE SALES EFFICIENCY

Sales reps spend just 35.9% of their time selling. This means 60% of their time is spent on administrative tasks including searching for content, creating materials, assembling presentations and following up with prospects. That equates to three full days each week where a seller is not selling. How can we fix this?

Establishing a centralized location for salespeople to easily access up-to-date, relevant, marketing-approved content arms sellers with the tools they need to effectively position your offering, eliminates time wasted searching for materials, and creates a more consistent brand experience for prospective buyers. While 29% of companies currently prefer to distribute content via email, up from 24.9% last year, doing so is proven to have a negative business impact. When content is housed in email systems, it tends to get lost, overlooked or forgotten. Sellers will continue to use outdated versions of content or ping marketing to ask where to find the latest assets. Using a content management system (CMS) empowers sales to trust they have access to the most relevant and up-to-date materials, while enabling marketing to measure usage and adoption.

Distributing content through a CMS offers marketers visibility into what content is used (or not used) and what content is effective (or ineffective). This information helps establish a framework to provide sellers with the most compelling content for each stage of the customer journey, boosting sales acceleration. It also reduces the amount of time sellers are spending on searching for and creating content when they have what they need at their fingertips.

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Step Two: SELL DYNAMICALLY

Enabling sellers to individualize every interaction for each unique buyer is the key to success. It's time to accept that static pitch decks are out of date and there is no "one size fits all" sales process. Instead, marketers should focus their efforts on creating modularized content that best conveys the value of the company and its solutions. Understanding that no two sales experiences should be the same, the ability

to mix and match content or pivot the conversation in real-time to address buyers' individual needs ensures personalized engagement and inspires confidence in the partnership.

To execute, sales and marketing alignment is crucial. Creating compelling content is not enough. Sellers must also understand how and when to leverage the different materials. When marketing pushes suggested content based on the industry, buyer persona or stage of a sales opportunity, it confirms the item has a purpose and provides value along the buyer's journey.

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Step Three: CREATE AN INTERACTIVE BUYING EXPERIENCE

Today's buyers are distracted by their phones and emails, even during face-to-face interactions. Keeping buyers engaged throughout the entirety of a conversation is easier said than done. Leveraging interactive tools such as ROI calculators and implementing guided selling techniques that require their input keeps their interest level high.

- When a buyer realizes the presentation is unfolding in the moment based on their participation, they're more likely to trust the seller.
- Buyers want more from sales interactions, and sellers should capitalize on the opportunity to teach them something new about their business, industry or market by incorporating engaging elements into meetings and presentations.





Step 4: OFFER ACTIONABLE INSIGHTS

Leveraging data in conjunction with interactive experiences enables sales reps to differentiate themselves by showing buyers something relevant and new. Incorporating 3rd party or CRM data provides a competitive advantage and tailors the experience for each individual buyer. This data-driven experience shows the buyer you're an expert in their field and can offer insight into their business.

In an Evolved Selling model, organizations enable sellers to enhance customer interactions by providing value at every step of the buyer journey. Buyers take it upon themselves to learn about the specifications of a product offering, but expect to learn how the offering will impact their business through sales interactions.

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77%



of Buyers want Sellers to share customized data insights



75%

of Buyers expect Sellers to show how their product or service impacts their business

DIGITAL SALES TRANSFORMATION

is no longer an option if you want to sell more effectively and drive business.

We call this
EVOLVED SELLING™.



Evolved Selling™ enables your sellers to:

REMOVE BARRIERS TO INCREASE EFFICIENCY

- Reduce sales time spent creating content and searching for materials, spend more time selling
- Align marketing and sales and collaborate on what's needed to be effective in the field
- Use a CMS so sellers always have access to the latest assets
- Enable sellers to access and assemble content on the fly


TAILOR SALES EXPERIENCE TO THE BUYER

- Acknowledge that static presentations are a thing of the past
- Understand each seller and buyer experience is unique
- Enable sellers to mix and match presentation content to personalize the experience for each buyer
- Use analytics to measure the effectiveness of sales content and improve future pitches

CREATE AN INTERACTIVE EXPERIENCE

- Capture input from buyers and use it to guide the discussion
- Create interactive tools (e.g. ROI calculators) that require buyer input
- Differentiate yourself with buyers to become a trusted partner or advisor

USE DATA IN REAL-TIME

- Position yourself as an industry expert to gain competitive advantage
 - Leverage 3rd party and CRM data to demonstrate how you'll make a positive impact on their business
 - Push marketing suggested content based on sales stage, persona or industry
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The Business Impact of Evolved Selling™




ACCELERATE DEAL CLOSURE

28-43%
lift in recently closed deals



DRIVE COMPANY GROWTH

40-66%
lift in reported revenue growth



DRIVE REPEAT BUSINESS

82%



lift in buyers likely to consider them for new opportunities

INCREASE CROSS SELLS

70%



lift in buyers purchasing more than they scoped



mediafly®
The Evolved Selling™ Solution

mediafly.com

info@mediafly.com

1 (312) 281-5175

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's platform, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Most recently, Mediafly was named a top 10 Best Place to Work by Crain's Chicago, No. 1 in the small business category. Visit Mediafly.com or follow @Mediafly for more information.

Source: How B2B Sellers Win in the Age of the Customer, a commissioned study conducted by Forrester Consulting on behalf of Mediafly.

