

SALES TEAMS MUST ADAPT to the NEW CUSTOMER BUYING JOURNEY



Customers have changed how they buy. Most sales teams have been slow to adapt. The best teams are addressing these obstacles to improve customer engagement and deliver better performance. This infographic tells the story and shares resources for you to support your sales team to thrive.



1 THE BUYER'S JOURNEY IS RAPIDLY CHANGING

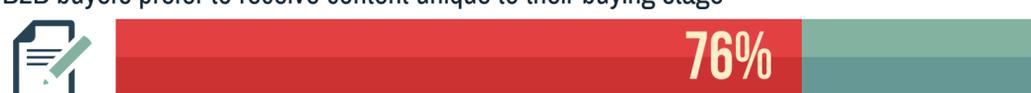
The majority of the buying process is complete before a sales rep is engaged



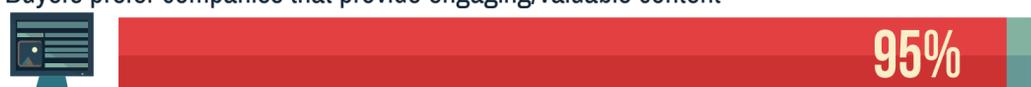
Buyers source the majority of their information online (where historically they got it from sales)



B2B buyers prefer to receive content unique to their buying stage



Buyers prefer companies that provide engaging/valuable content



2 SALES TEAMS ARE ILL-PREPARED FOR THE CHANGE



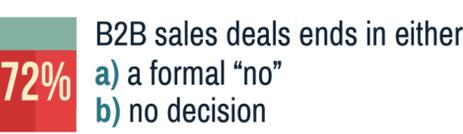
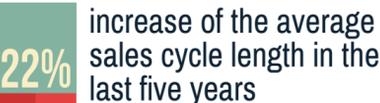
Percentage of sales reps who B2B customers perceived as adequately prepared for a first sales call



Percentage of sales reps who will earn a second call with a B2B customer



3 SALES PERFORMANCE IS TAKING A HIT



4 SALES ORGANIZATIONS MISTAKENLY INVEST IN TRADITIONAL ANSWERS TO A NEW CHALLENGE



Firms are incorrectly investing in capability development to remedy this issue; thinking that this will lead to greater customer access



of firms have not identified and defined their marketing and sales funnel



of B2B Companies do not use predictive analytics to provide insights for customer interactions



5 SALES TEAMS WHO HAVE RE-ENVISIONED THEIR MODEL ARE SEEING DRAMATICALLY IMPROVED RESULTS



A connected marketing and sales funnel enabled by marketing automation drives a 14.5% increase in sales productivity



Companies that excel at content based lead nurturing have 9% more sales reps making quota



Reps who "sell socially" and incorporate content aligned to the buying process are 76% more likely to be high performers



LOOKING TO LEARN MORE?

MarketBridge offers these resources to help you move forward.

1. The Digital Bridge
The latest news and best practices in digital marketing, sales enablement, and customer analytics

1.



3.

3. Digital Sales Coverage ROI Calculator
See the potential cost savings and revenue growth from implementing Digital Sales Coverage

2. Digital Sales Coverage Webinar
Learn how to improve sales productivity in 5 steps with Digital Sales Coverage

2.



4.

4. Ask the Expert
Learn more about Digital Sales Coverage and other solutions for sales from a MarketBridge expert

Access these resources at

market-bridge.com/sales-resources

SOURCES

Sirius Decisions
CEB
Gartner

IDC
Topo HQ, 2013
Pardot/SFDC

SFDC & TAS Group
CSO Insights
Marketing Sherpa

Nucleus Research

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