



B2SMB Market Solutions

Go small to win big

The small- and medium-sized business market is one of the most underserved opportunities in B2B sales. B2SMB is becoming increasingly profitable, valued at \$500 billion a year, according to the B2SMB Summit. Yet brands are cautious about targeting smaller businesses with concerns over higher acquisition costs, lower revenue per sale, and the need to scale more aggressively.

The key is to put the right skills and structures in place to capitalize on the B2SMB opportunity without breaking the bank. Companies ready to enter this emerging field need a partner that understands the needs of this audience and has the unique skills and capabilities to attract and sell to an SMB audience.

How we make the connection

We are experts in partnering with companies that sell to smaller ones. We know the challenges that smaller business face, what motivates them, and how they behave. By operationalizing this insight, we create integrated sales programs that give clients the scale they need to drive sales volume. Solutions include:

Search to sales – Align and coordinate marketing efforts to drive sales results.

Touch plans and personalized multichannel outreach – Personalized email, web content, and multichannel follow-up strategies to connect with the right people at the right moment.

Advanced analytics – Behavioral segmentation, predictive modeling, revenue forecasting, test and measure tools to focus on the most likely opportunities.

Sales tools and best practices – Proprietary technology, customized playbooks, advanced coaching build on our years of sales experience to assist sales organizations.

Innovative talent acquisition and development – Advanced sales screening, proprietary training and coaching, performance management, rewards & recognition programs empower sales associates to perform optimally.

Scalable sales ecosystem – Expansive global footprint, structured implementation process, and Innovation Lab leverage our expertise for client success.

What we've done

A global logistics company that serves more than 10M SMBs needed a methodology to better engage with customers in the most cost-effective manner and execute sales with the right strategy to increase results. We helped our client strategize ways to collect, segment, and analyze data points to understand the needs of SMB customers.

From there, we created a sales engine that leverages actionable data to determine who to contact, when to contact them, and what offer to propose. As a result, AI-enabled, data-driven methodologies combined with a strong sales strategy increased conversions, grew the client's share of wallet and delivered associate efficiencies.