

# 5 NEW YEAR'S RESOLUTIONS

WORTH STICKING TO

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**B2B SALES**

ttec™

A hand is shown in the lower-left foreground, holding a lit sparkler. The sparkler is bright and glowing, with many sparks radiating outwards. The background is dark with several out-of-focus, warm-toned bokeh lights in shades of orange and yellow. The overall mood is celebratory and festive.

## INTRODUCTION

As the page turns on 2019, now is a good time to take stock of how your business is operating and set achievable sales resolutions for the New Year that will be worth sticking to. After all, successful sales resolutions result in greater revenue and deeper customer relationships.

**This e-book will discuss five New Year's B2B sales resolutions for 2019**, along with which sales accelerators will help organizations stick to them all year long.

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# THE MODERN B2B BUYER

Today's B2B buyers are informed, digitally savvy, and look a lot like B2C customers. They are searching for a good purchase experience and long-term client relationships.



B2B customers progress **more than 70%** of the way through the decision-making process before ever engaging a salesperson.

DemandGen Report



**83%** of B2B buyers accessed digital channels even in the late purchasing stages.

Gartner



**80%** of B2B buyers prefer to be contacted by sellers via email.

RAIN Group



**81%** of B2B buyers say the most significant drivers of selecting a partner relate to the customer experience.

SiriusDecisions

Today's B2B buyers are empowered with self-service tools and research, but they also want help solving problems from sellers who add value. They are looking for valuable content that provides relevant information and guidance in their purchase decisions. And they expect a great end-to-end buying experience.

# 5 NEW YEAR'S RESOLUTIONS

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## B2B SALES

Given the need for a digitally enabled customer experience, here are five sales resolutions that will make your New Year merry and bright.

1. CREATE B2B BUYER CUSTOMER JOURNEYS
  2. PROVIDE CONTENT TO HELP POTENTIAL BUYERS, NOT JUST SELL TO THEM
  3. FOLLOW A BUYER-DRIVEN SALES PROCESS
  4. ENGAGE WITH ANALYTICS AT KEY POINTS IN THE SALES CYCLE
  5. ACTIVATE INSIDE SALES TO IMPROVE EARLY STAGE ACTIVITY
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- A hand is shown holding a lit sparkler, which is emitting bright, golden sparks. The background is dark with several out-of-focus, circular bokeh lights in shades of orange and yellow, suggesting a festive or celebratory atmosphere.

# 1. CREATE B2B BUYER CUSTOMER JOURNEYS

**Identify the preferred way** that buyers want to purchase. Some may want to move the process quickly, while others use a longer sales cycle. Some customers will prefer more digital and self-service tools, while other will want a more consultative and guided sales approach.

**Understand different customer journeys** at the segment level and customize the journeys accordingly. Document them, along with any roadblocks that may emerge that would prevent a good sales experience.

**Find areas of inefficiency** or customer friction along the journey, and fix them.



**67%**  
of the buyer's  
journey is now  
done digitally.

SiriusDecisions

## 2. PROVIDE CONTENT TO HELP POTENTIAL BUYERS, NOT JUST SELL TO THEM

Winning organizations understand and leverage influencers, and foster relationships early on with relevant thought leadership content.

With a customer-first mindset, sales organizations can offer expert advice and helpfulness, not just a hard sell. It's important to provide a variety of content to help potential buyers see your organization as an expert who can help solve their business challenge.



### Popular content types:



Analyst reports



Sales decks



Case studies



White papers



Articles



Videos

The best content assets are consultative, provide helpful insights, and are transparent when products and services are mentioned.

# 3. FOLLOW A BUYER-DRIVEN SALES PROCESS

Take an outside-in approach to sales strategies and tactics. Look at the buyer's needs and attributes, and follow their lead, rather than trying to force each prospect down the same path.

When possible, match how sellers sell to how their buyers purchase. Hire and train customer-centric sales reps who lead with empathy. And don't forget to break out of the traditional sales tactics to get more personal.

Include social selling with tools like LinkedIn to help foster relationships and learn more about individual buyers to cultivate relationships.

Top sellers use LinkedIn 6 hours per week to research prospects, connect with peers, interact with industry-related groups, and publish content.



# 4. ENGAGE WITH ANALYTICS AT KEY POINTS IN THE SALES CYCLE

Many companies are drowning in data, but starving for insight.

With a customer-driven approach to analytics, insights can be drawn across the purchase cycle to personalize interactions and discussion. Advanced analytics tools can be used to answer the following questions:

**How do we know who is in market for our products and services?**

**How do we engage with the right client in the right way and through the right channel?**

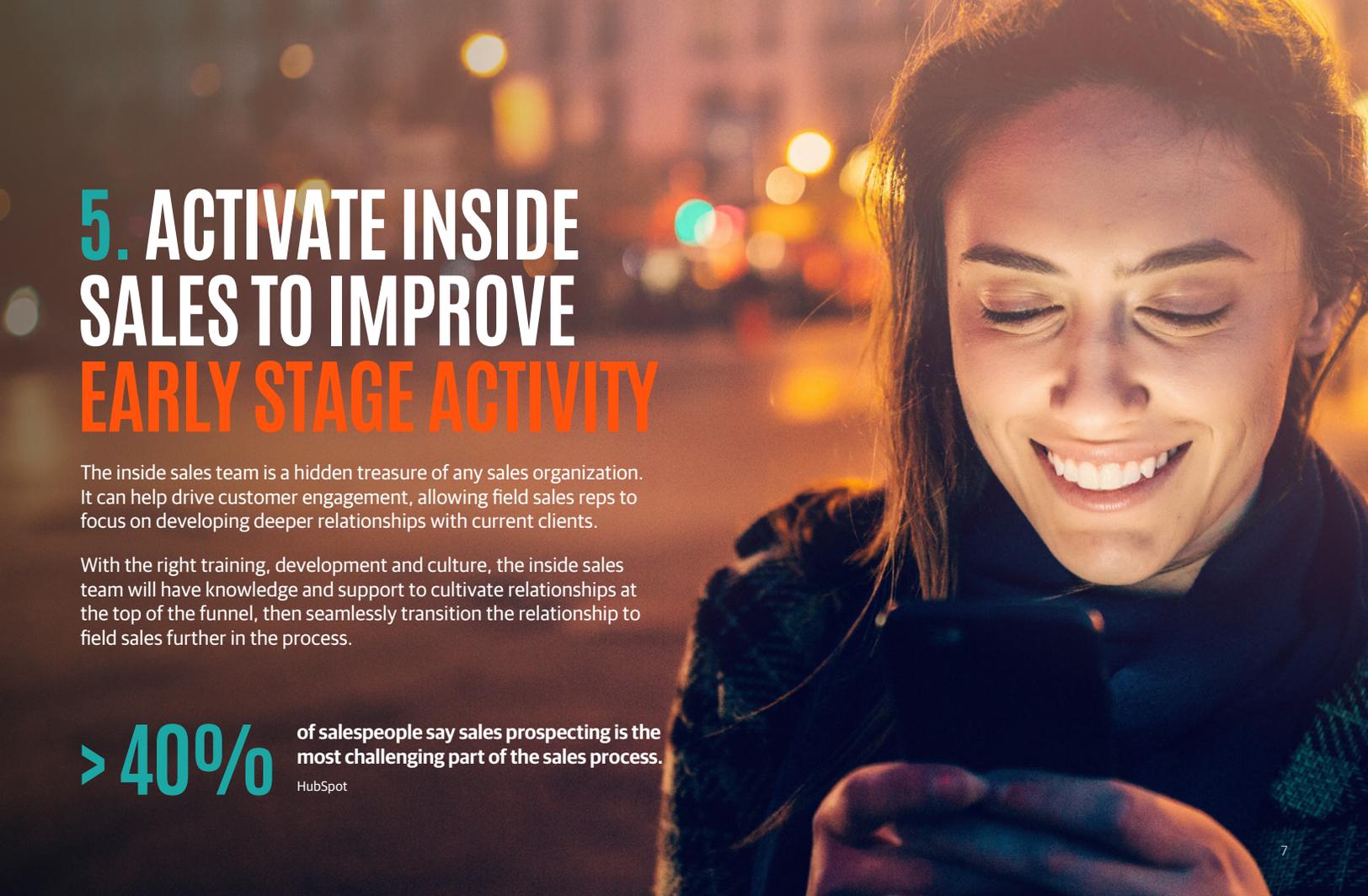
**How do we execute with stellar sales practices continuously?**

This valuable insight will allow you to focus on the prospects with highest propensity to buy, and guide how best to work with them.

## 71%

of sales professional say they just don't have the time or resources to implement an effective data process.

DemandGen Report



## 5. ACTIVATE INSIDE SALES TO IMPROVE EARLY STAGE ACTIVITY

The inside sales team is a hidden treasure of any sales organization. It can help drive customer engagement, allowing field sales reps to focus on developing deeper relationships with current clients.

With the right training, development and culture, the inside sales team will have knowledge and support to cultivate relationships at the top of the funnel, then seamlessly transition the relationship to field sales further in the process.

> 40%

of salespeople say sales prospecting is the most challenging part of the sales process.

HubSpot

# SALES ACCELERATORS

## TO HELP RESOLUTIONS STICK

More than 80% of people abandon their New Year's resolutions by February. Keeping them requires diligence and a plan. Here are three ways to enable B2B sales success all year long:



### Start with the right sales talent

Given that customer experience counts so much in the sales process, investment in talent acquisition and onboarding will give you an edge. Create expert, customer-focused employees who feel valued and part of the team. Their positive engagement will permeate to potential client relationships.



### Create measurable goals and objectives

The most successful programs measure outcomes, not just performance. Customer-focused metrics and insight will keep you on top of activity and performance.



### Use innovation to your advantage

From AI and advanced analytics to identify high-propensity prospects, to automation for digital outreach and nurturing, sales tools are evolving to help sales teams mix humanity and innovation during the sales cycle.

# THE REWARD OF SALES RESOLUTIONS



## Challenge:

A number of B2B companies were looking for better ways to collect, segment, and analyze thousands of data points to uncover untapped revenue potential and sales opportunities for SMB customers.

## Solution:

Using a customized sales engine and advanced analytics, we helped sales leaders get a clearer understanding of SMB client needs and what types of offers would resonate most, based on data including firmographics, social accounts, technology usage, current online footprint, and behavior.

Propensity models and other segmentation logic was applied to create customer profiles of high-value customers and those who would be more likely to purchase services, modeled after most desired customers.

## Results:

**125-150%**  
sales lift

**30%**  
improvement  
in efficiencies

# HAVE A HAPPY NEW YEAR!

2019 will be the year where legacy sales practices will lose out to progressive initiatives that combine technology and humanity. With the proper resolutions in place, 2019 could shape up to be a great year for sales. Happy New Year from all of us at TTEC.

For more information on making the most of your B2B sales resolutions, contact us:

**Phone: (877) 206-8119**

**Email: [inboundsales@ttec.com](mailto:inboundsales@ttec.com)**

## About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) a leading global technology and services provider focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, growth and digital trust and safety services. Founded in 1982, the Company's 50,000 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other.

To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](https://www.ttec.com).

