

UNVEILING 10 SECRETS FOR EFFECTIVE B2B SALES



Article by TECHNO DATA GROUP

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B2B selling is a different ball game altogether; one that needs a different approach and even within that approach, the ability to adapt and modify your selling language to suit the customer. The process is more dynamic and the stakes are much higher. This makes it more complicated than conventional selling, and therefore, there must be contributing factors that work more for B2B selling than conventional selling.

- **What are these factors, and how can you leverage them to give your business an edge?**
- **Does it need a different skill set and application of consumer sales strategies in a novel way?**
- **What is the cost implication?**

All these questions, and many more, come to your mind when you think of creating an effective B2B strategy. Here are the 10 best kept secrets for B2B selling that you can use to make a difference to your business:



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1

Mapping and Segmentation of the Market

There is no common B2B market and hence applying label and segments to this market in a general way is not possible. However, for your sales and marketing strategy to be utilized to its full potential, you need to do the mapping and segmentation for your own customers. You could segment your customer basis the services you will pitch to them, and your value proposition. Dividing your customers based on their size, capacity, range, location and industry are other ways to segment them. While the earlier mentioned parameters are the conventional ones, you could also go in for age, income, buying behavior, cultural and political beliefs, technology and such parameters if it suits your business.



2

Strategy should differ with Size

A common sales and marketing strategy cannot be equally effective for small, medium and big sized businesses. You need to create a range of strategies with the same underlying message, but manifest in it ways as expected by the customer. For example, the service levels expected by a large corporate would be much higher than from a small sized corporate. Therefore, not just the strategy, but the staff, software, resources etc. - all vary, depending on the customer you are targeting. The simple reason for this differentiation is that the small and medium sized businesses are risk averse while the big businesses like to partner with other businesses and have a larger risk taking appetite.



3

Trained Staff makes a Huge Difference

Making your staff well versed about the product and service offerings is just the beginning when it comes to B2B selling. What really matters here is whether or not your staff understands your customer's business and pain points and can help him with the right solutions. An ideal situation would be when you staff catches the exact pulse of your customer's business, and pitches your offerings in a manner which is customized for that particular customer. In order to achieve this, you will have to ensure that your staff is adequately business literate and has the ability to engage the customer with a meaningful dialogue. If they are able to give examples and draw analogies from their past experience, it will be even better to create engagement with the customer.



4

Understanding where you Fit in their Vision

After having achieved the first step of understanding your customer's business completely, you need to figure out where you fit into their scheme of things and how can you help them. This is quite an uphill task, as with common and limited sales and marketing resources, being so specific may become difficult. However, if you understand the client's industry, market dynamics and standing, you can fit in your product and service and pitch it appropriately. The catch here is that you must not be in a hurry to sell the entire range at once, but take one step at a time. This will build his confidence also and give you a loyal customer for future.



5

Use Direct Marketing and Cold Calling

This is not a welcome move in conventional sales, but it works well for B2B sales. A research by SmartCompany reveals that many companies find telemarketing and direct marketing through emails effective for lead generation. All you need to keep in mind is that your emailing and calling list is not totally irrelevant, since it is created after understanding your customer profile and building a healthy database based on it.



6

Online Presence is Imperative

The most critical and basic need for any organization that is into B2B selling is to have a user friendly and informative website. Most small and medium sized businesses may approach you through your website, and so your website must be built in such a manner that your value proposition is clearly articulated. The front page is crucial for you to capture the interest of the visitor, so you need to pay attention to every minute detail on this page, such as the contact information, company's address etc.



7

Use methods like Information based PR and Marketing

Publishing reports, white papers, participating or conducting surveys serve a dual purpose. It not only enriches your knowledge of the market and your customers, but also works as an advertising tool for you. These methods are extremely cost effective, and if the publication is interesting, it will automatically bring potential customers to your website. The later step is sending this information directly to your leads, who can utilize your services whenever needed, on the basis of the well-sorted and relevant information you share.



8

Use the Power of Seminars and Webinars

For B2B selling, seminars and webinars also work wonders! This provides the customers with a platform to discuss current and potential challenges, and the options that the industry provides to deal with them. While hosting a seminar, you need not advertise your product, but rather, should provide relevant and interesting information in your field. This method is extremely cost effective and loved by small and medium sized businesses that evaluate a lot of options before taking a call. Webinars also work the same way except that they cut down costs even more, since no travelling is involved.



9

Use Influencers and Industry Groups to talk about you

This works for both business and consumer markets. Influencers like industry associations, accountants, lawyers, top players in your segment and such help in building your equity if they talk about you. Apart from validating your offerings, they also become recommenders and can actually get business for you. You could even offer discounts or loyalty benefits to the referrers to keep them motivated, and the business coming!



10

Advertising should be Focused and Targeted

Advertising comes at a huge cost, and for a largely segmented market, as in a B2B business, it is even more costly. Hence, you should opt to do a campaign focused on a particular potential group, so the chances of conversion are higher. Targeting this particular group with advertising campaigns for a short duration of time must be done, and the ROI measured, to check the impact of the campaign and to determine its future use, if necessary.



About Us

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. We can help you targeting key accounts using real time verified data; we can identify your buying personas, analyze your existing database and fill in the missing information.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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