

Must-Haves: 5 Strategies You Need For B2B Sales Effectiveness

Identifying the Changing Habits Of North American Business Solutions
Buyers

WE ANALYZED RESEARCH FROM HUNDREDS OF BUSINESS SOLUTION BUYERS ALONG WITH INDUSTRY TRENDS ABOUT SALES PRODUCTIVITY.

THIS IS WHAT WE LEARNED:

1

Since the pandemic, sales effectiveness has been falling.

2

Researchers have identified several factors affecting seller's and other depts.

3

Social norms have also changed making people harder to reach and influence.

4

Your future business customers **crave personal interaction** more than ever.



Did Your Sales Productivity Plummet, too?

The blur of macro headwinds (inflation, supply chain, hiring challenges, tech apocalypse, economic slow down, etc.) has impacted sales effectiveness in many industries, and it's easy to miss. If you thought your salespeople weren't hustling hard enough and want to start pushing them...

Let's explore the strategy and tools your sellers need to begin and build upon healthy customer relationships.

- A. The security threat landscape's impact on how buyers communicate
- B. Changes in customer expectations in a post-pandemic world
- C. Generalized stress and anxiety being normalized in everyday life
- D. Changing social norms for how people communicate and build relationships
- E. Rising media noise due to over communication

Industry Trends Affecting Communications

Research has been popping over the last 4 years...but it's been easy to miss, until now.

Change Management

Selling After the Crisis

Senior executives must understand how dramatically the process needs to change. by Frank V. Cespedes

From the Magazine (March-April 2020)



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Navigating Sales Challenges In The Post-Pandemic Era

Dasha Shunina Contributor

Dasha Shunina is a San Francisco-based contributor who covers VC

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Sales Marketing Recruiting Oper

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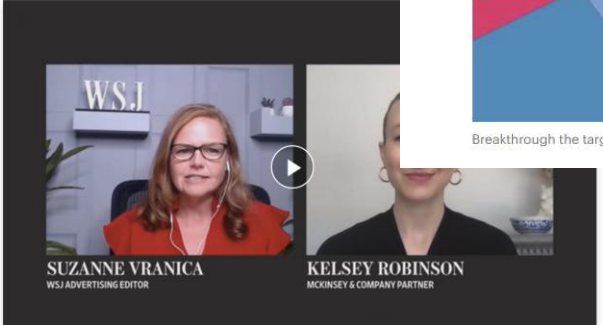
Five Ways to Change Your Sales Strategy After COVID

Sales Prospecting Sales Rep Development Sales Strategy

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Emerging consumer trends in the COVID 19 world

Consumer behavior underwent dramatic and lasting changes during the pandemic. How do these changes affect leaders' responses?



SUZANNE VRANICA
WSJ ADVERTISING EDITOR

KELSEY ROBINSON
MCKINSEY & COMPANY PARTNER



MIT Press Direct

The Review of Economics and Statistics

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The Impact of Covid-19 on Productivity

Nicholas Bloom, Philip Bunn, Paul Mizen, Pawel Smietanka, Gregory Thwaites

The Review of Economics and Statistics (2025) 107 (1): 28–41.
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Abstract

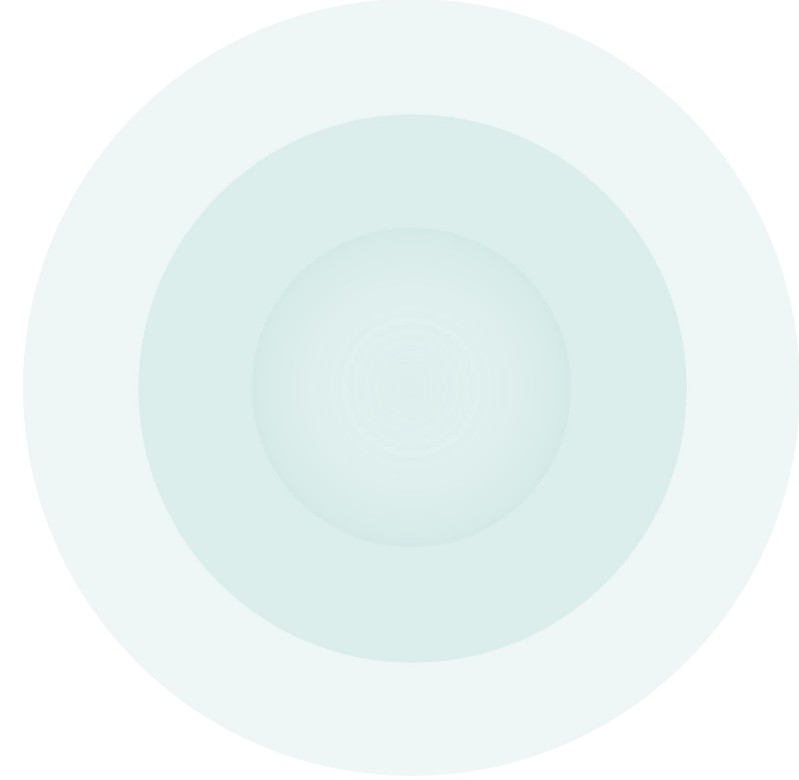
We analyze the impact of Covid-19 on productivity using data from an innovative monthly firm survey that asks for quantitative impacts of Covid-19 on inputs and outputs. We find that *total factor* productivity (TFP) fell by up to 6% during 2020–2021. The overall impact combined large reductions in 'within-firm' productivity, with offsetting positive 'between-firm' effects as less productive sectors, and less productive firms within them, contracted. Despite these large pandemic effects, firms' post-Covid forecasts imply surprisingly little lasting impact on aggregate TFP. We also see significant heterogeneity over firms and sectors, with the greatest impacts in those requiring extensive in-person activity.

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5 Must-Haves To Empower Sellers

Each of these pillars will be comprised of a set of activities and tactics that fit your business and your budget. Be sure to balance your attention and resources across the 5 rather than leaning only on a couple. All five matter when it comes to building client relationships.

- 1**
Make a Personal Connection
using phone & networking
- 2**
Send Useful Emails regularly
(at least monthly)
- 3**
Engage on Social
via your company and your sellers
- 4**
Share Impactful Thought Leadership,
including video
- 5**
Maintain a functional and accurate Website, w/ analytics



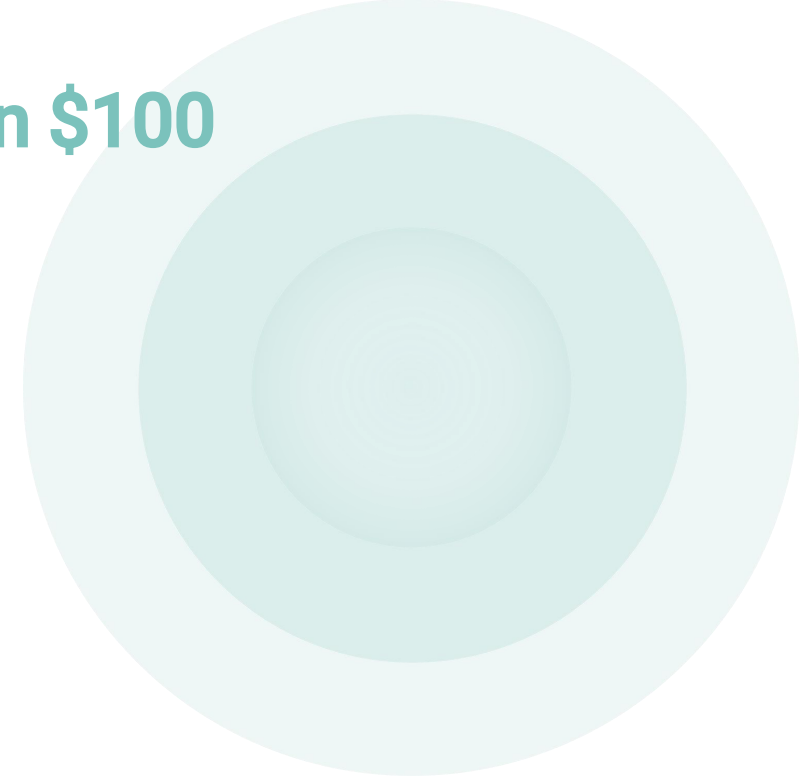
Take the Poll, Access the Data + Your Chance to Win \$100

Be sure to take part today, as we'll discuss the findings during our discussion!

What Are The 5 Must-Haves That Will Drive Your Sales Pipeline Growth?

#1. What sales pipeline strategies are you most interested in exploring further? (Select all that apply)

- Automated lead nurturing tools*
- AI-driven sales forecasting*
- Personalized email campaigns*
- Cross-channel marketing strategies*
- Advanced audience segmentation*
- Gamification for lead engagement*
- Data visualization tools for pipeline tracking*
- Real-time sales analytics*
- Collaborative tools for marketing and sales alignment*
- Other, please specify*



The Best of BOTH Worlds

Let's grow your pipeline by coming at it from two angles: through your brand AND through ours (e.g. BeTechly). We'll use our intelligent platforms to understand where the best pockets of opportunity lie within your Named Accounts, customized by seller. Then we'll use our outbound team to book well-qualified appts for your sellers, leveraging all the information and insight we gain from the combination of our tracking systems and any data that you provide (such as from TechTarget).

Here's how it works...

1

We will track engagement and interest across your key topics (as well as others) with contacts in your Named Accounts via the ongoing outreach efforts from your branded-systems and ours.

2

We'll create a variety of touches from both branded across tactics (email, ads and agents), which will help us map the interest signals, in your Named Accounts and define the best strategy to convert them.

3

We'll analyze and share the data, vet inbound MQL and pass scheduled appts to your sellers, using all the insight and opportunities that emerge from this integrated program.

We Love To Help YOU Grow!

We've built dedicated platforms and systems to boost your growth and program efficiency, and ours as well.



The research-driven platform optimized to engage your target audience and learn about their business technology needs



The behavior-tracking intelligent web page creator designed to engage your target audience and track their every move and interest on the page.



Our Intelligent Tracking System and Scored Database – Launching To the Public in 2025

Our Operational Support Systems

Leads Management System for full visibility and quality control in your lead pass

SendBlissly for Intelligent Email Marketing

Happy Portal for real-time reporting and team access

CHANGE

The Many Ways We Can Help You Grow

Let us support every aspect of your growth process, with special attention to audience building and demand generation.

Through innovation, our suite of services grows each year helping us keep pace with your needs.

Activity	Brand	Audience	Demand	Operations
Build	Brand assets Brand guide Branding strategy	Named Account Mapping Contact ID Custom Surveys Paid Media Audiences	Email Marketing Social Media Whitepapers Content Production	Website Development Web Applications Automated Workflows
Generate	Logos Marketing Collateral Signage Event Booth	Vetted Contacts Lead Scoring MQL Programs Performance Reports	Lead Pass Appt Setting Paid Media PR	Web Operations Plan Intelligent Database Advanced Website Features Custom Web Applications
Enhance	PR and promotion Custom research High-impact content	Data Append Data Expansion Custom Analytics	Lead Progression Lead Nurture Content Marketing	Website Audits Technical SEO Web Application Integration Web Application Updates
Manage	Paid media Updates Refinements	Database Mgt Paid Media Audience Mgt Engagement Reporting	SEO & Blog Mgt Social Media Mgt	Website Hosting & Monitoring Website Management Web Database Management Web Application Deployment Web Application Hosting

GROW HAPPILY

Work with an experienced team dedicated to your digital marketing and lead generation success.



CHANGE3

LET'S CONTINUE!

EXPAND YOUR CAMPAIGN TODAY

We look forward to continuing to work together!

CONTACT:

Kneko Burney

CEO

kneko@change3e.com

