

INCREASES SALES

What's Missing?

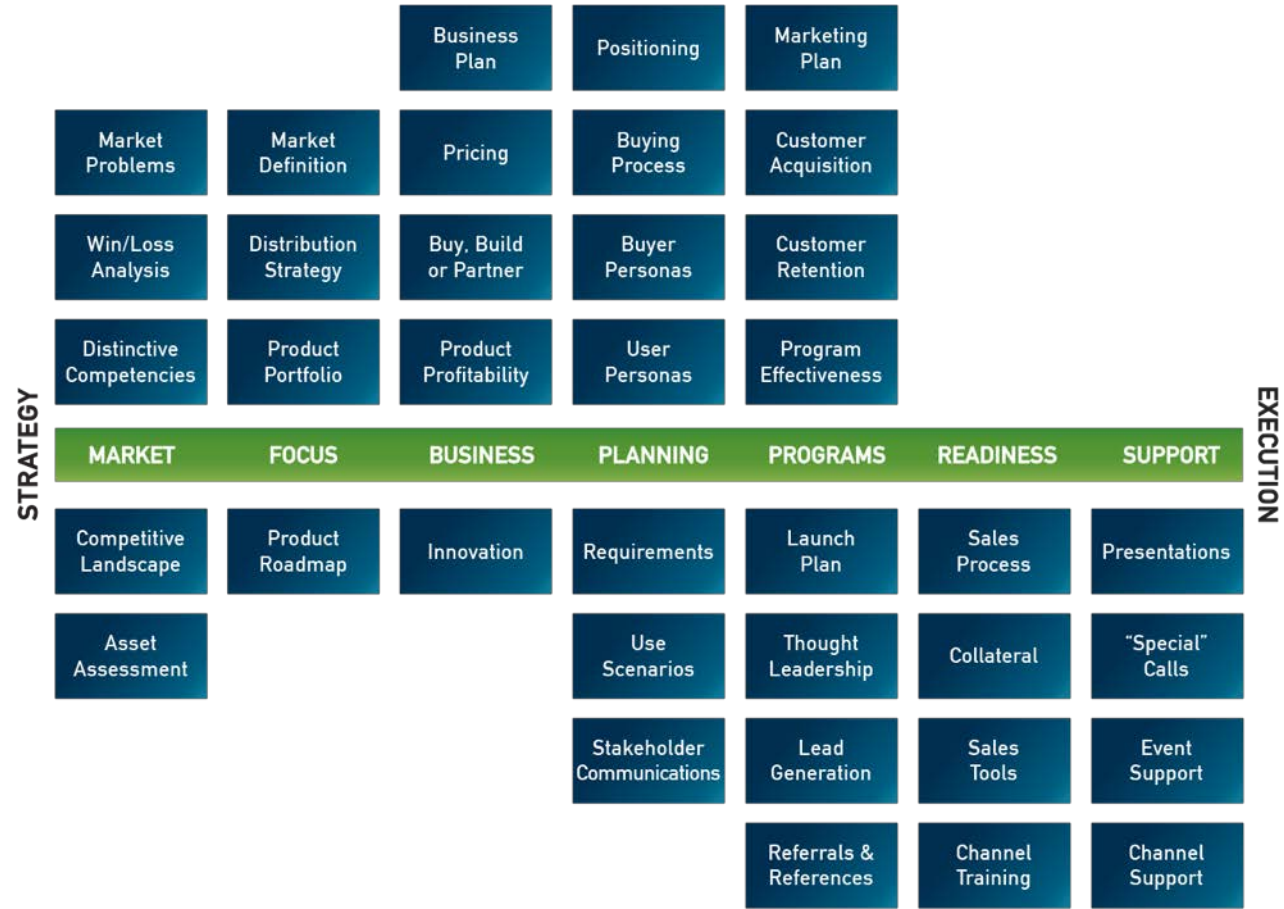
Trends & Buying Behaviors

What it means for 2017 B-B sales & marketing strategy

Ian Levine innovation



about us



Experts in technology
product management and
product marketing

Specialize in
training

Trained hundreds of thousands
of people at thousands of
companies since 1993

Experience Building World-Class Programs



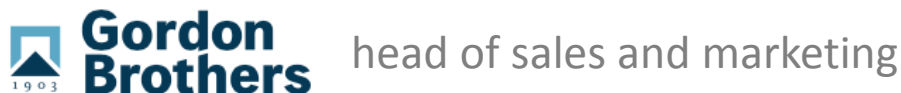
25+ years running
sales and marketing



EVP sales



SVP sales strategy and operations



head of sales and marketing



CSO and board member



board member

“It is the obvious which is so difficult to see most of the time.”

-Isaac Asimov

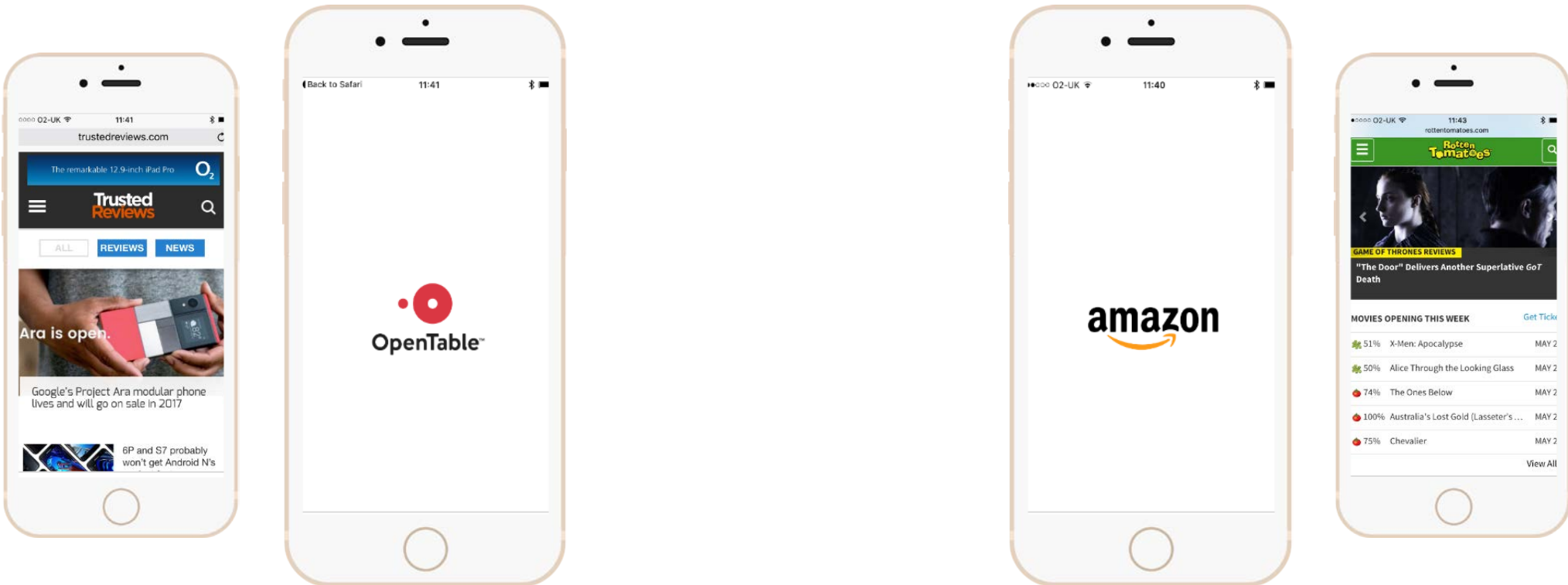
Think of Your Last Major Purchase



**ASK
YOURSELF**

How important were
the references and
peer reviews versus
the sales pitch?

Trust Works Differently Now



Trust



We have
entered the era
of Peer-2-Peer
Selling!

Evolution of Buying and Selling



1990's



Features
and benefits



2000's



Questions
and value:
build or buy?



2010



PowerPoint-centric
“challenger
movement”



TODAY



Consensus
decisions: peer
to peer
validation

2

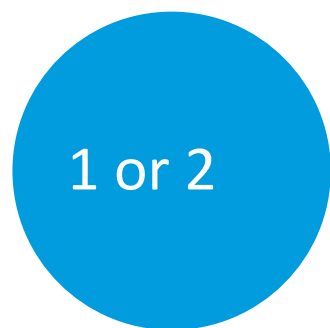
MAJOR
dynamic shifts in
business today

1

STRATEGIC ALIGNMENT

The Increase of Complexity Continues

1



1 or 2

2000



5.4

2014



6.8

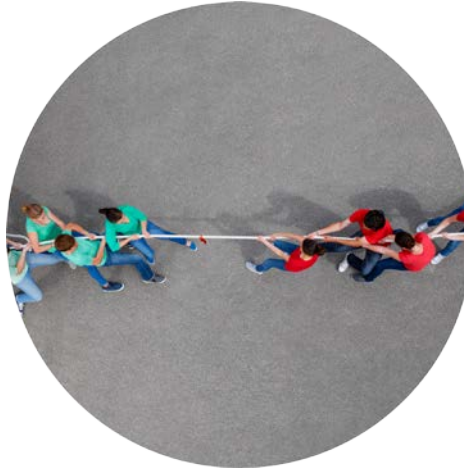
2016

How Group Dynamics Affect Decisions

1



Risk aversion increases



Polarization effect occurs



Group members seek like-minded individuals (peers)

2

CONTENT OVERLOAD

Content Overload

2



300

Hours of video uploaded to YouTube
per minute



6,000

Tweets per second



2,000,000

New blog posts per day

4 Million

When Our Brain is Overloaded, it Shuts Down



RECEPTION



So What!?!



P2P Selling!

SiriusDecisions 

Findings:

Referrals and references rank high for leads and closing business.



P2P selling!



Findings:

Peer-to-peer interactions were heavily weighted in the vendor selection.



What Salespeople Need to Know About the New B2B Landscape



**Organize,
enable and
optimize
peer influence
to accelerate
sales**

P2P Selling is the Effective Solution to Buying Committees & Content Overload:



Customer
advocacy
becomes
sales enabled



Engages buyers
with your happy customers
in a process-driven manner



Improves
velocity
and win rates

Will Committing to a P2P Sales Strategy Work?



Jim Dickie

Founder | CSO Insights

“Customers that have invested in a robust customer reference program appear to sell value and differentiation 3 to 5 times better than others. This is one of the strongest sales and marketing effectiveness correlations we saw in our study.”

Where Should Sales & Marketing Invest Time and Energy to Drive Revenue?



INBOUND CONFERENCE
November 2016

58%

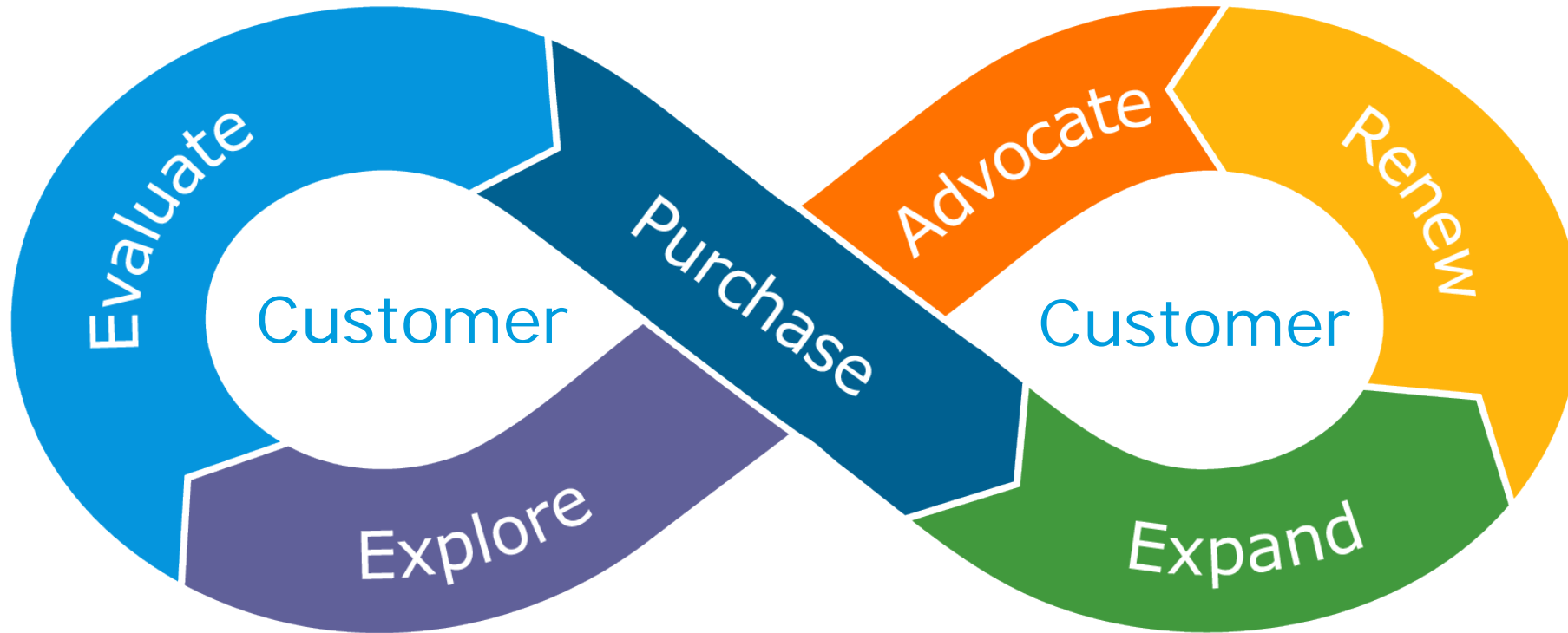
Word-of-mouth
referrals



What Are the Best Revenue-Driving Strategies for 2017?



New Revenue = New Thinking



IDC customer experience loop

Enable Peer Influence

#P2PSelling



Embrace
&
Enable

**Invest in
strategies and
technologies**



salesforce

Search...

Search

Jim Forrester

Help

Sales

Home

Leads

Accounts

Contacts

Opportunities

Advocates

Chatter

+

Create New...

Recent Items

Tacoma International Teas

Corey Fisher

Tacoma International Teas

Kristen Akin

Lisa Hoesel

Burlington Textiles Weaving Plant Generator

United Oil Installations

Grand Hotels Emergency Generators

Coca-Cola

Jim Forrester

DoTestLinks

DoTest

Recycle Bin

Opportunity

Tacoma International Teas

Customize Page | Edit Layout | Printable View | Help for this Page

Show Feed

Reference Requests [9]

Spotlight Activities [20+]

Sales Wins [0]

Products [0]

Open Activities [0]

Activity History [0]

Notes & Attachments [0]

Contact Roles [0]

Partners [0]

Competitors [0]

Stage History [0]

Opportunity Detail

Edit Delete Clone

Opportunity Owner

Jim Whitlock (Changel)

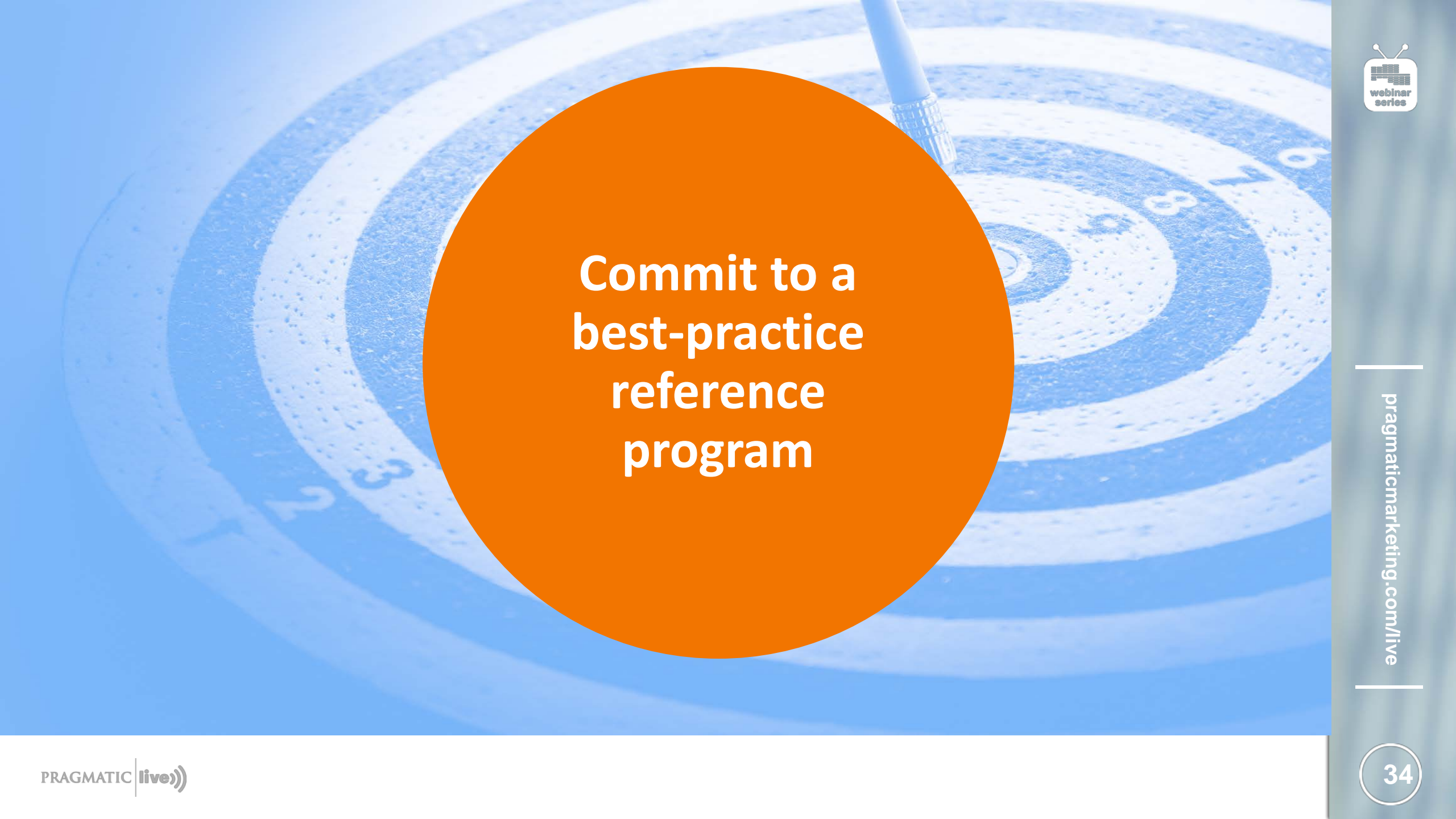
Opportunity Name	Tacoma International Teas	Amount	\$450,000.00
Account Name	Tacoma International Teas	Expected Revenue	\$270,000.00
Type	New Customer	Close Date	8/31/2016
Lead Source	Web	Next Step	
Product Group	Data Conversion Services	Stage	Demo/Sales Pres
Primary Campaign Source		Probability (%)	60%
Order Number		Main Competitor(s)	
Current Generator(s)		Delivery/Installation Status	
Tracking Number			
Created By	Jim Whitlock, 1/18/2015 4:16 PM	Last Modified By	Jim Whitlock, 4/11/2015 1:07 PM
Description			

Edit Delete Clone

9 Reference Requests

**Provide
a 360° view
of content impact
on purchases**

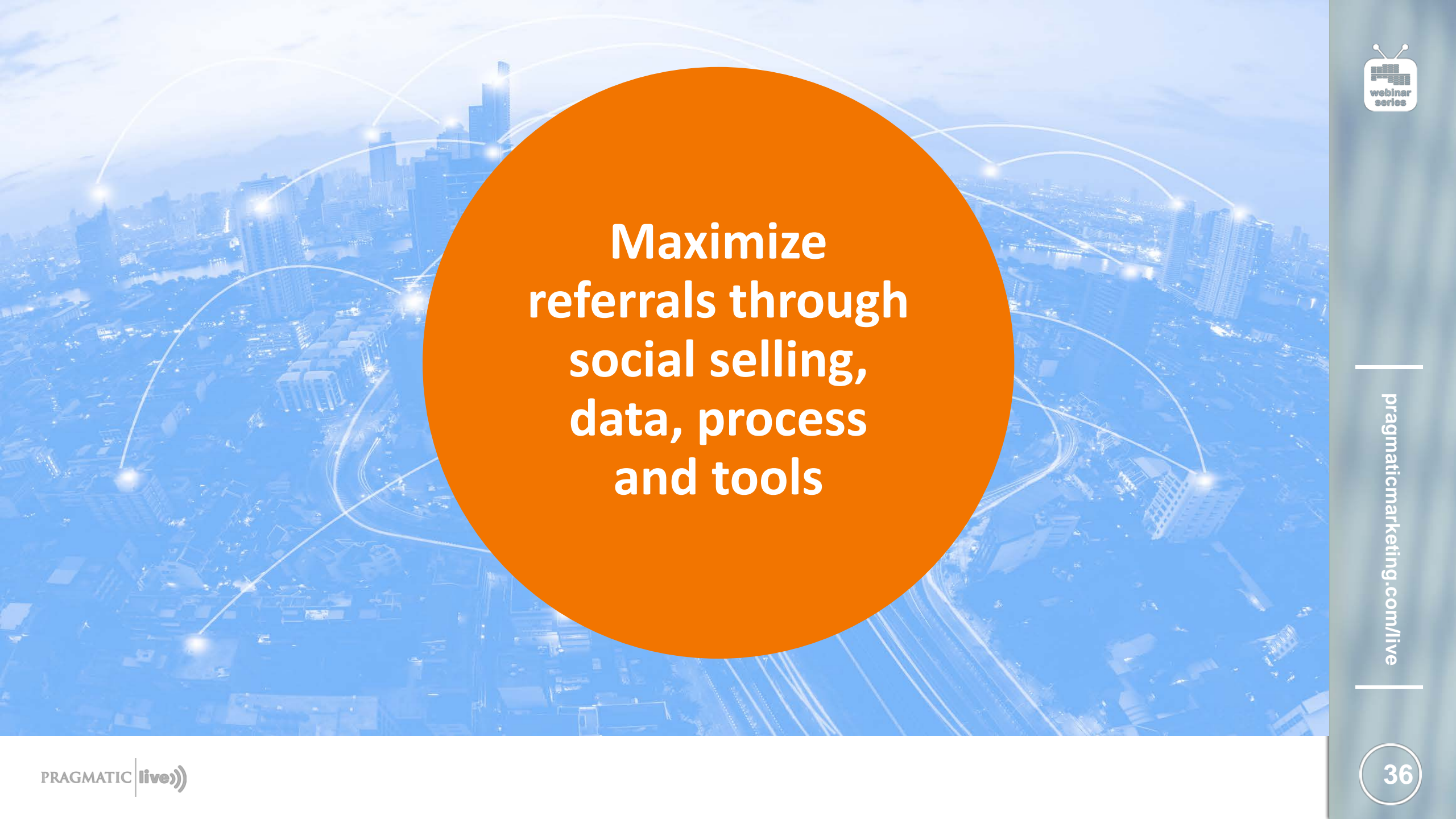




**Commit to a
best-practice
reference
program**



**Develop
customer-story launch
process through sales win
data capture mapping back
to buyer's
journey**



**Maximize
referrals through
social selling,
data, process
and tools**

Establish Peer-Review Site Advocacy Campaigns



Still need more ammunition to fund, resource and get buy-in to enable P2P selling?

B2B buyers are becoming risk adverse...
they want evidence that your product
or service does what you claim,
and not from you—from another customer.

-Hub Spot



Still need more ammunition to fund, resource and get buy-in to enable P2P selling?

CXOs make purchasing decisions
25% faster with a good reference.

The #1 thing that buyers said influence
their preference to purchase is references...

-Gartner



Still need more ammunition to fund, resource and get buy-in to enable P2P selling?

Customers are the new market-makers, reshaping industries and changing how businesses compete and win.

-Forrester Research

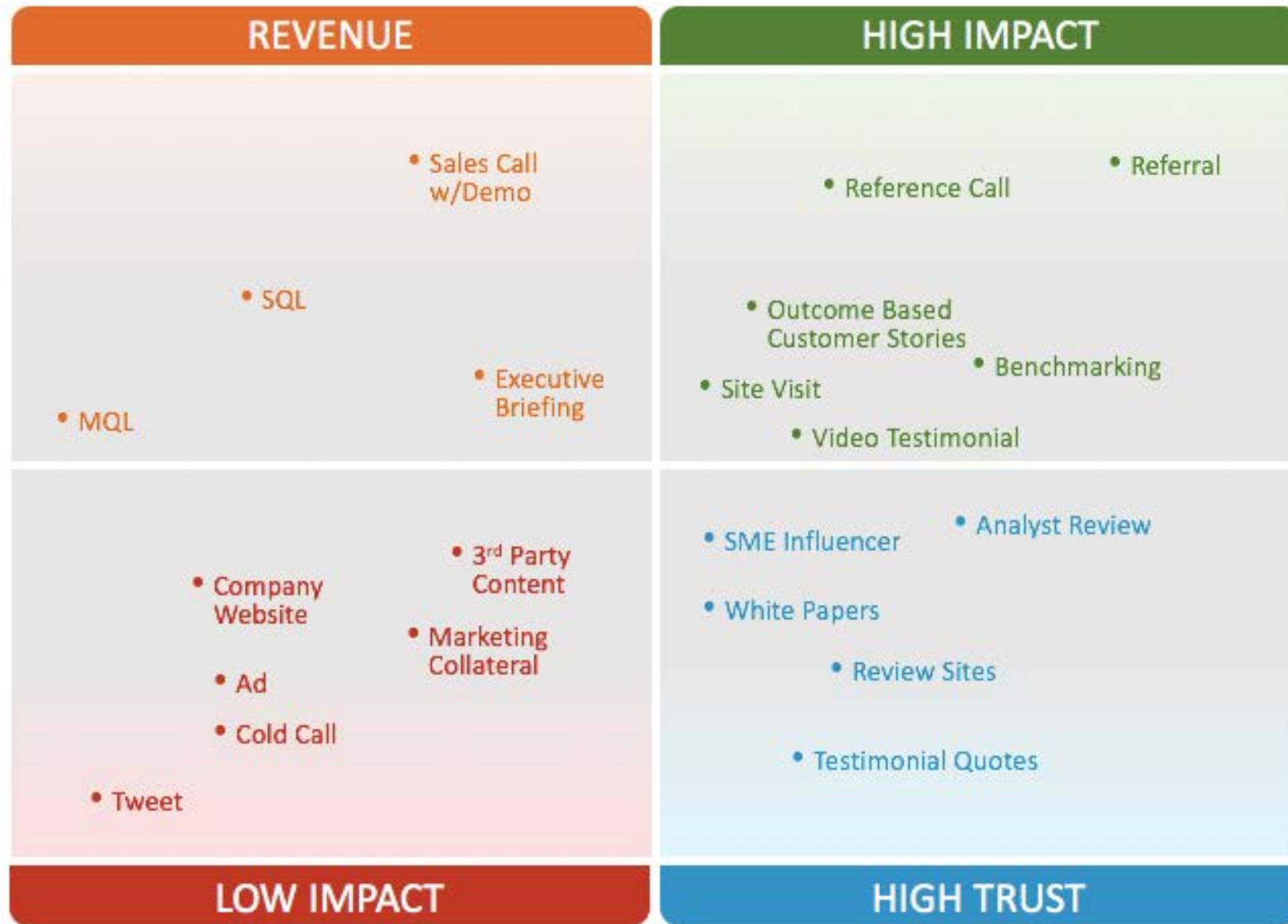
Still need more ammunition to fund, resource and get buy-in to enable P2P selling?

Smart companies manage their customer references, and even smarter ones manage them well to ensure every reference is maximized.

-Casey Hibbard
Author of Stories that Sell



REVENUE



TRUST

Find Your Missing R and Win the Race!



contact



Rebecca Kalogeris

rkalogeris@pragmaticmarketing.com
[@pragmaticmktg](#)



Ian Levine

www.roinnovation.com
[@ROInnovation](#)

Thank You for attending!

Join us for next month's webinar:

Innovation



JAN Product Portfolio	FEB Win/Loss	MAR Stakeholder Communications
APR Requirements	MAY Distinctive Competencies	JUN Collateral
JULY Product Profitability	AUG Referrals & References	SEP Innovation
OCT Customer Acquisition	NOV Customer Retention	DEC Market Problems