



B2B Sales & Marketing in a COVID-19 World

Smart & Responsible Suggestions to Ramp Up Business Development Activities

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Ohio | Manufacturing
Extension Partnership

The current social and economic landscape is filled with uncertainty, fear, hardship, frustration and tension.

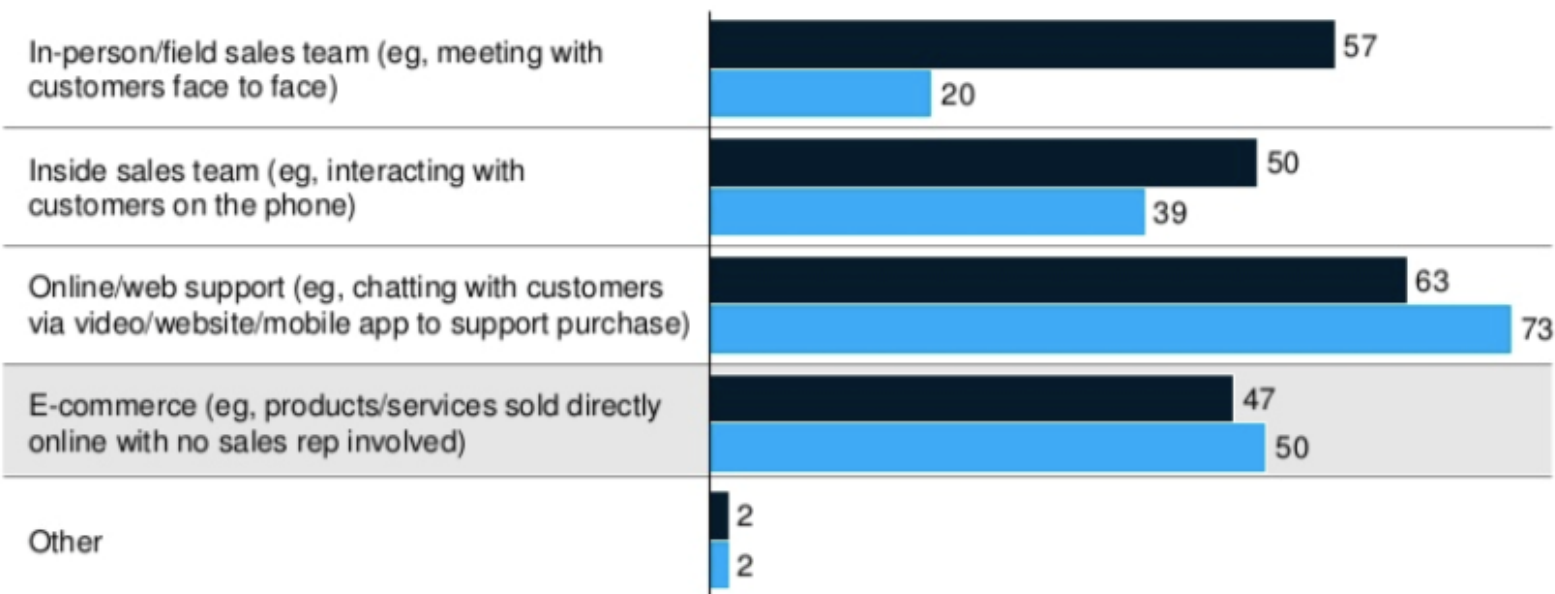
The way we do business has changed, too.

The majority of B2B companies have shifted their go-to-market model in response to the COVID-19 crisis.

■ Before COVID-19 ■ During COVID-19 

Go-to-market sales model during COVID-19^{1,2}

% of respondents

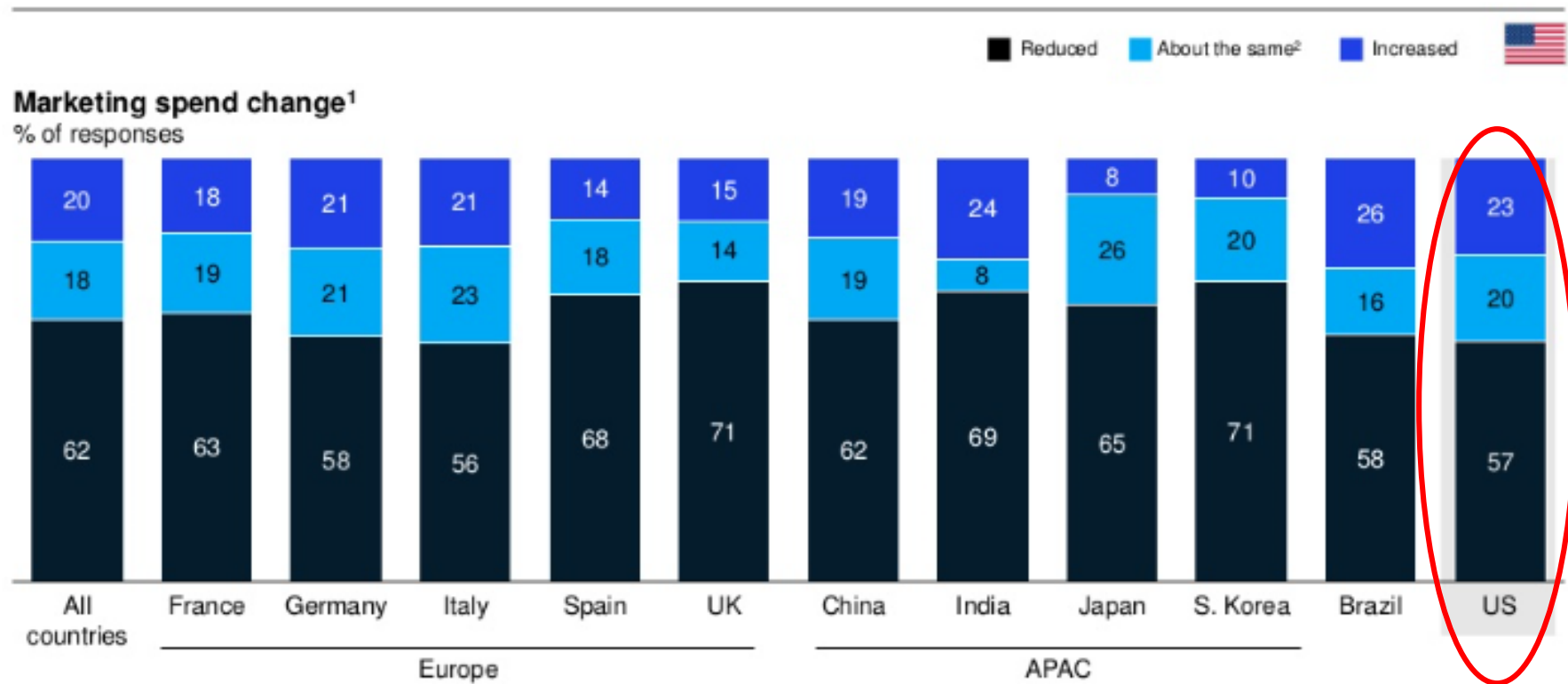


96%³
shifted their GTM model during COVID-19

Source: McKinsey

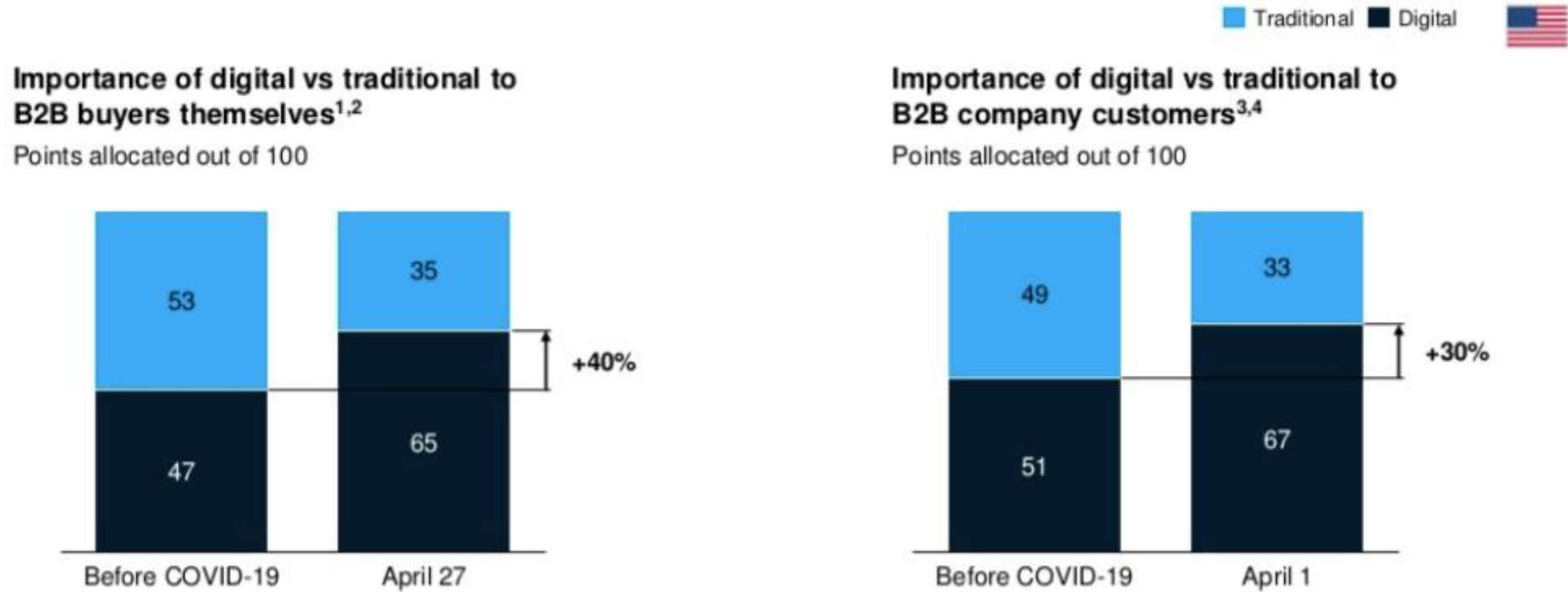
Marketing budgets are shrinking – but less so in the U.S. than in other countries

Companies are reducing marketing spend in all regions; nearly 60 percent of US B2B companies have reduced their marketing



Source: McKinsey

That means shifted marketing and sales budgets to digital channels.



Source: McKinsey

Customers are increasingly engaging with suppliers through digital means...

Most beneficial supplier interactions for researching/considering suppliers¹
 % of respondents ranking in top 3

x% % YoY change 2019 2020 



Source: McKinsey

... and buying more online.

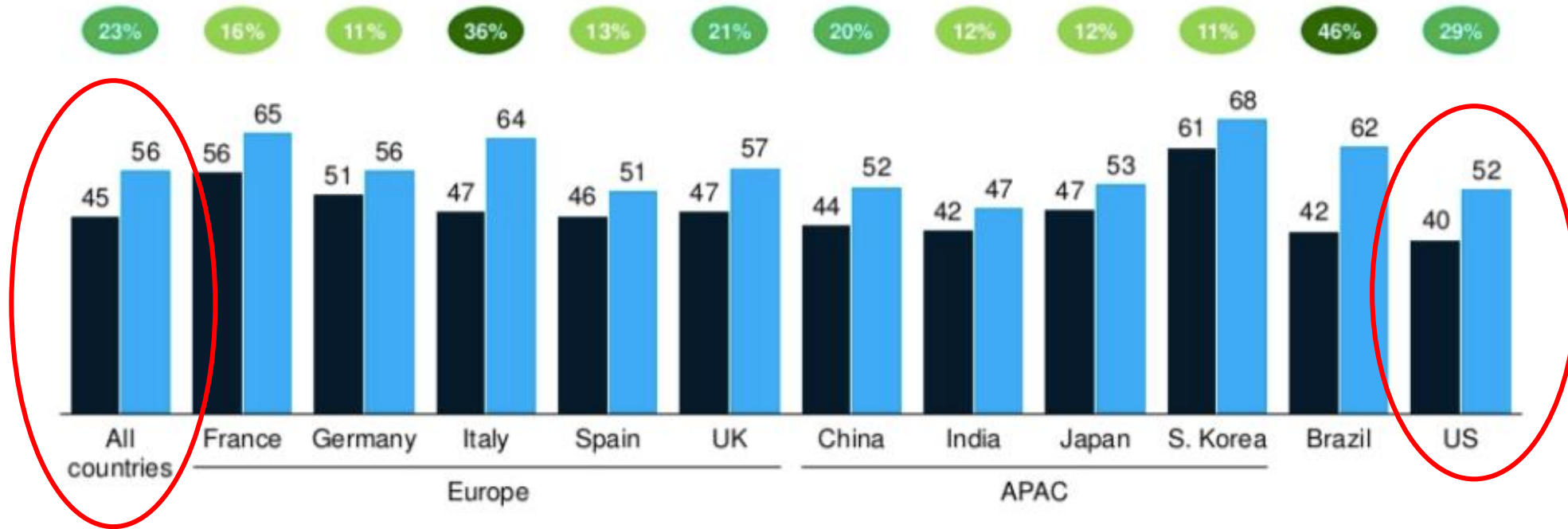
Percent of company revenue driven by e-commerce before and during COVID-19 (among companies that sell online)^{1,2}

Average % of total revenue



X% % change

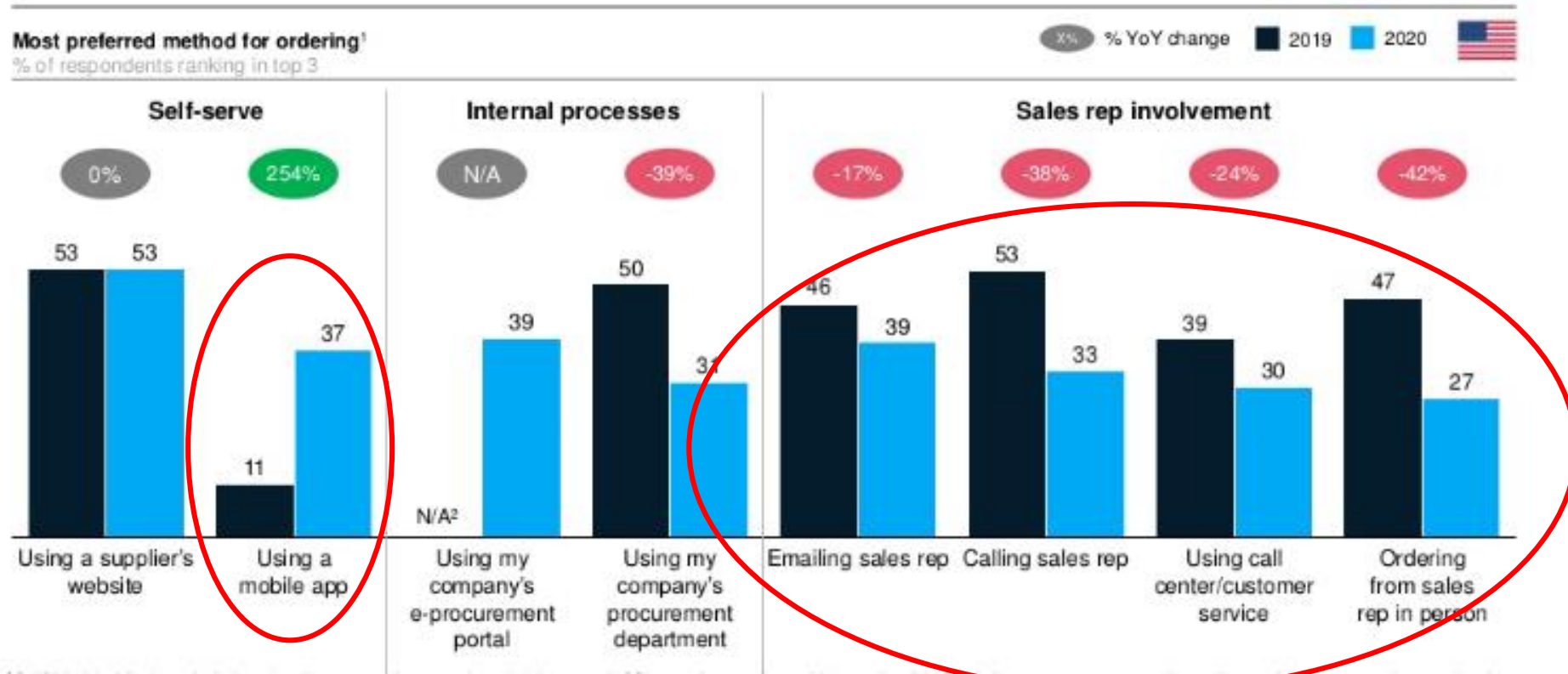
■ Before COVID-19
■ During COVID-19



Source: McKinsey

For sales transactions, use of mobile apps is up use of sales reps is down.

Digital self-serve for order submission is now preferred significantly more; mobile app ordering has risen 250 percent



Source: McKinsey

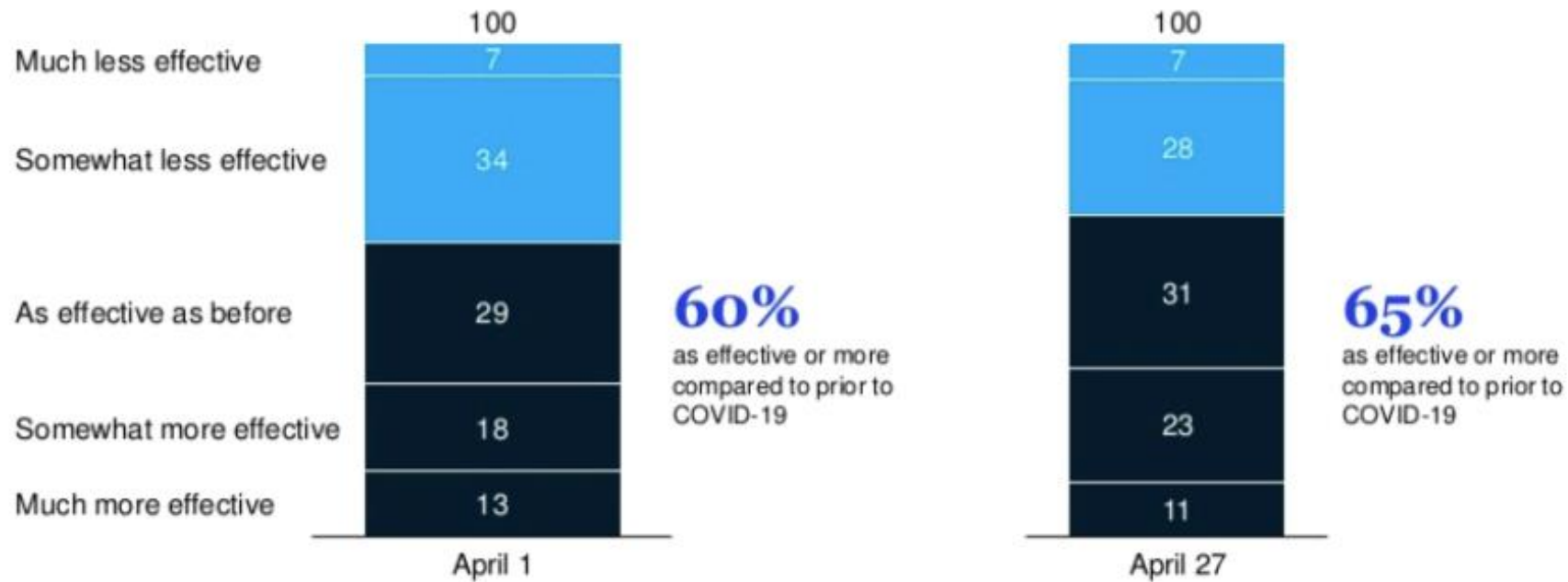
Does it work?
Is this the “new normal”?

It's working ...



Effectiveness of new sales model in reaching and serving customers¹

% of respondents



Source: McKinsey

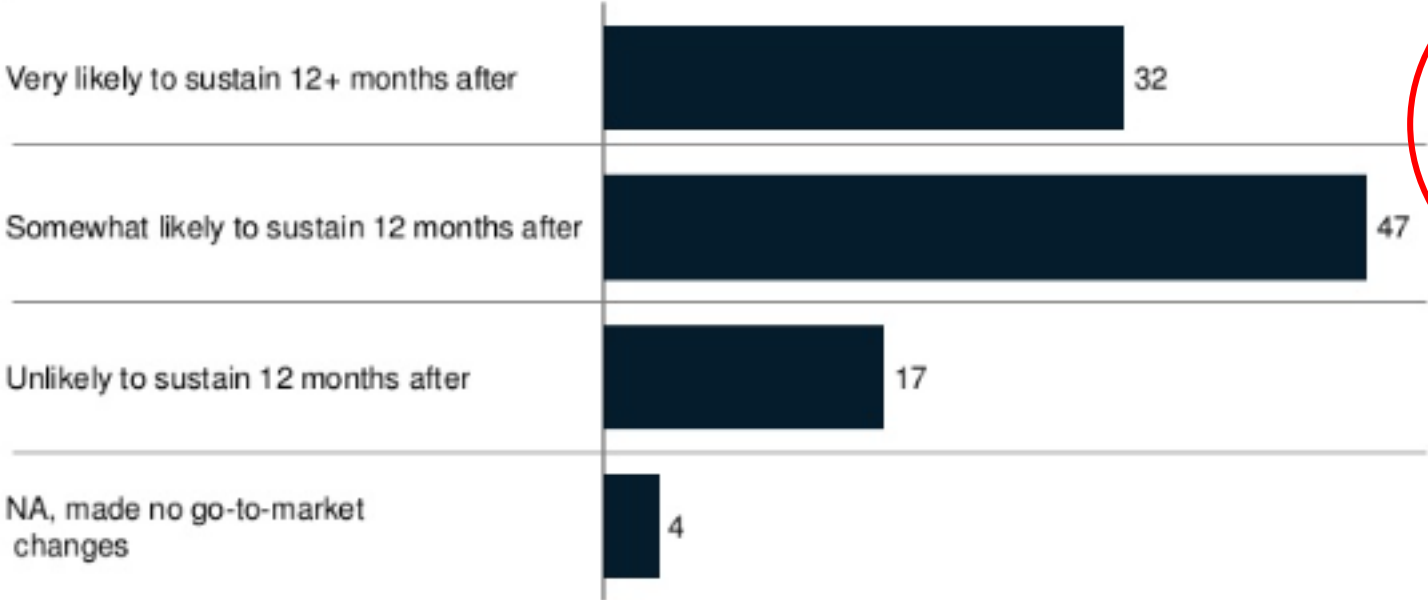
... and it is likely to have some permanence.

Companies are likely to keep their new sales model for more than 12 months after the onset of the COVID-19 crisis



Staying power of new sales models¹

% of respondents



79%
"very likely" and "somewhat likely" to sustain these shifts 12+ months after COVID-19

Source: McKinsey

This new operating model has manufacturers, suppliers, and customers communicating and collaborating in new and innovative ways.

News

Ohio manufacturers to make up to one million face shields for health-care workers battling the coronavirus

Posted Apr 09, 2020



Traffic controller wears a mask and face shield outside the W.O Walker Building garage in Cleveland, where a facility for drive-thru coronavirus testing was set up by the Cleveland Clinic and University Hospitals. Photo from March 19, 2020. The Plain Dealer

  0 shares

By [Peter Krouse, cleveland.com](#)

CLEVELAND, Ohio - Ohio Gov. Mike DeWine announced Thursday that a group of manufacturers led by Cleveland-based MAGNET will make between 750,000 to one million face shields for use by frontline health-care workers battling the coronavirus.

Source: Cleveland.com

The goals, KPIs and company initiatives that drove 2020 strategy are likely changing.

That **doesn't mean** we should dilute or stop our marketing activities.

MARKETING

Up-Level Marketing & Messaging with Empathy, Education & Community



1. Start with Empathy





Source: YouTube, The RSA



“As marketers, we’re called to have empathy; to profile potential customers, to connect with our audience’s pain points, to figure out what motivates them ...

Today, that empathy is needed on a scale we’ve never seen before.”

Instill empathy in your marketing program.

- Review target audiences.
- Listen.
- Review your messaging.
- Listen again.

2. Be Helpful, Share Resources

Being resourceful shows you are cognizant and considerate to the impact the crisis is having on your customers.



Adapt 2020: An Education Series

As we've heard from so many of you, the global health and economic crisis has upended businesses across every industry. We hope you'll join us as we work together to find new strategies, opportunities for connection, and paths for conversion.

In the coming months - through weekly installments - we'll be focusing on the shifts you need to make to build a marketing strategy for today's unique situation and tomorrow's new economy.

Each Week You'll Get:



Benchmark Data

We're digging into our own aggregated and anonymized customer data to help bring to light current marketing, sales, and services trends.



Educational Content

Blog posts, guides, templates, and more - we'll share relevant resources that help you put these strategies into action.



Live Events

Each week, we'll bring you thought leaders from across sales, marketing, and services to share their thoughts and answer your questions.

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Do you want to learn even more? I'm here to guide you.



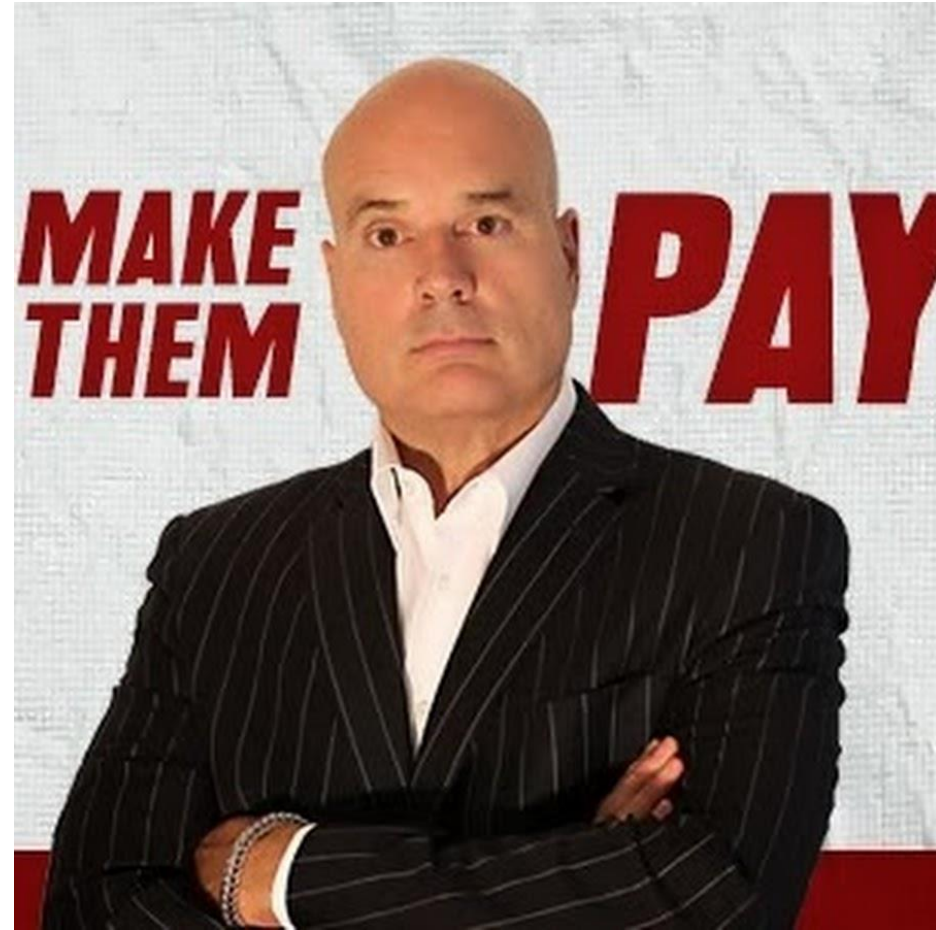
Bring resources to life ...

- Identify needs, and deliver solutions.
- Transform queries into optimized content.
- Shift from conversion- to brand-focused messaging.
- Optimize paid media spend.

An illustration of a diverse group of people, including men and women of various ethnicities, all wearing white face masks. The style is flat and modern, with a color palette of teal, blue, black, and brown. The text '3. Foster Community' is centered over the illustration.

3. Foster Community





To start building community ...

- Evaluate systems for audience engagement.
- Build an audience with a regular newsletter.
- Enable two-way conversations through social media, walled-garden networks, or other networks/groups.



SALES

Techniques to Lean Into — And Where to Hold Back



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1. Prioritize Existing Customers

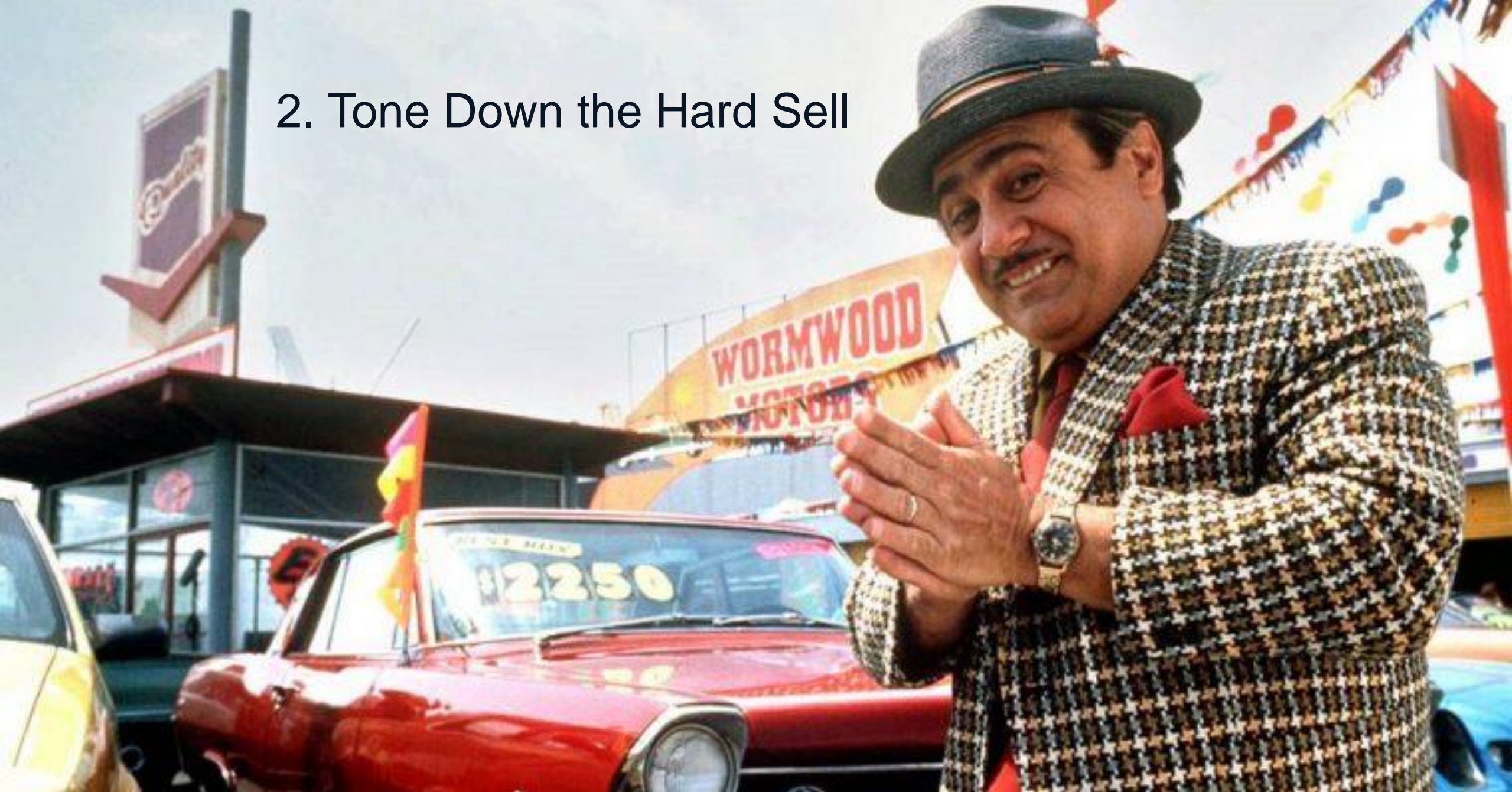




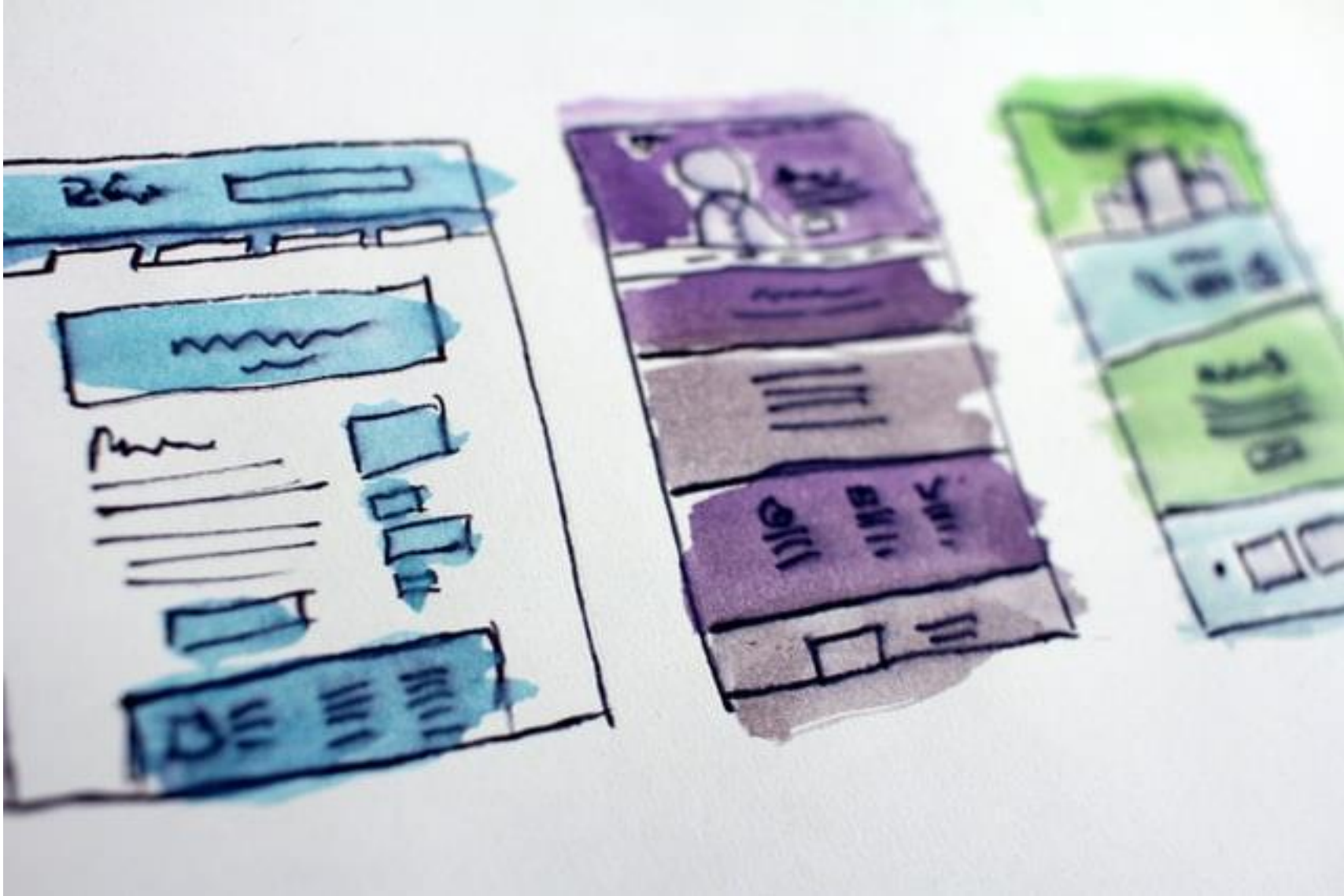
To deliver a high-touch customer experience:

- Send personalized communications.
- Reward loyalty with financial incentives.
- Expand contacts within key accounts.
- Partner to invest in R&D and innovation.
- Keep an eye on referral opportunities.

2. Tone Down the Hard Sell



3. Let your website sell for you



4. Build Goodwill





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www.manufacturingsuccess.org/covid-19