



State of the customer journey for 2020 and beyond

Aligning Marketing & Sales for a smoother buyer experience

October 28th, 2019

Introduction to Roland.

Roland de Wit

Managing consultant

Roland is a broad minded marketing and sales professional with over 2 decades of experience in several industries, companies, channels and challenges. Always focused on helping organizations to generate more leads and turn them into better deals.

As former product owner of Marketing Automation, Salesforce CRM, Oracle CPQ and many more tools, he knows what can be done to improve overall effectiveness and efficiency.





What we'll discuss.

1. Introduction to the webinar series
2. Current state of the customer journey
3. Customer challenges we are seeing
4. How we have helped other organizations
5. How to drive more sales using intelligent insights

State of the customer journey: 2020 and beyond.



Align sales and marketing to create a smoother buyer experience.

23 October 2019



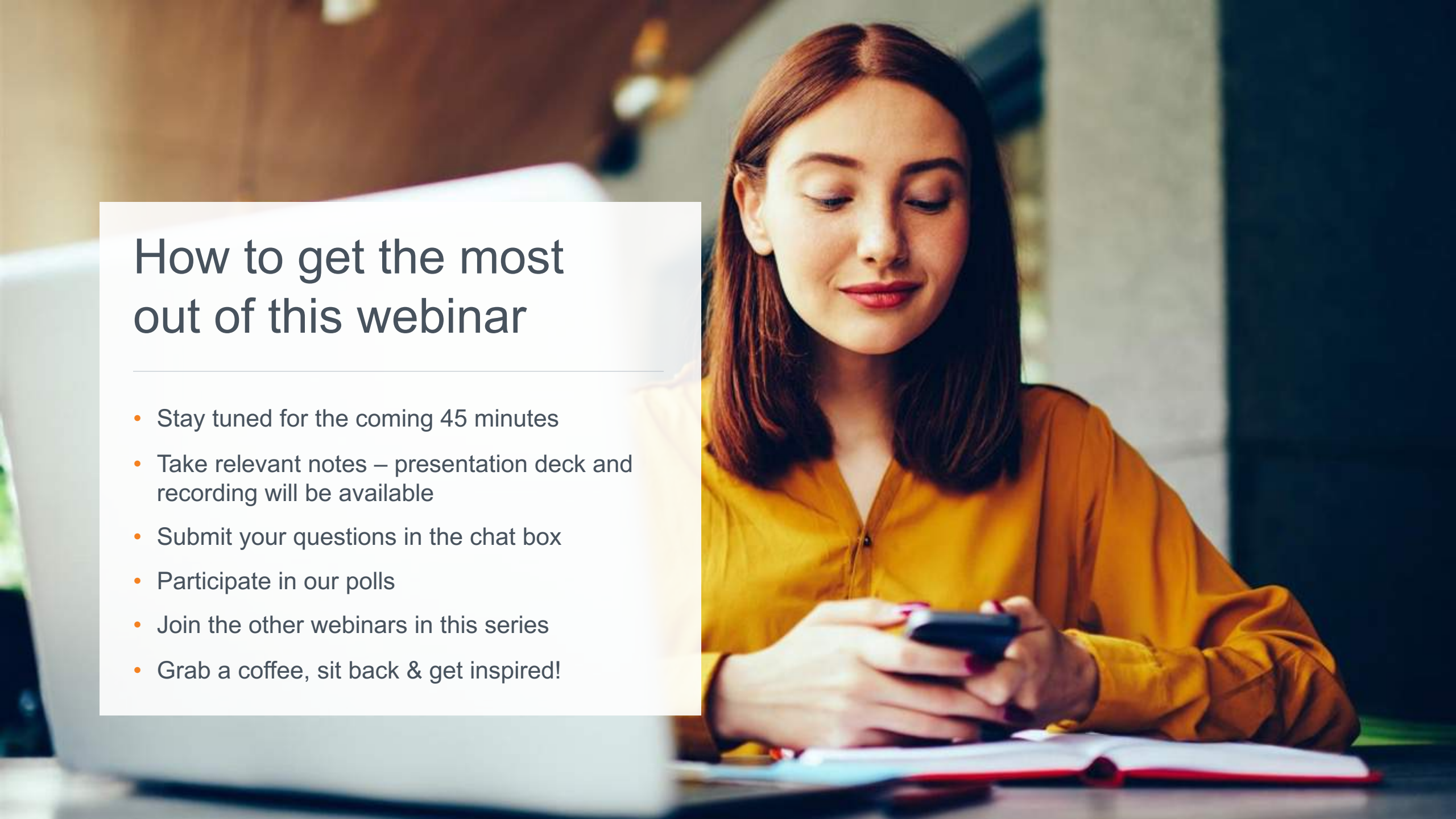
Rev up the revenue; intelligently nurture new prospects.

13 November 2019



Stop Marketing. Start engaging. Get noticed.

4 December 2019



How to get the most out of this webinar

- Stay tuned for the coming 45 minutes
- Take relevant notes – presentation deck and recording will be available
- Submit your questions in the chat box
- Participate in our polls
- Join the other webinars in this series
- Grab a coffee, sit back & get inspired!

Introduction to Mark.



Mark Emmett

Head of consultancy UK

Over 20 years direct & digital marketing expertise, Mark initially helped to build a £70m multi-channel business for retailer B&Q

One of the first Marketing Automation specialists in EMEA, Mark rolled out MA across 15 countries at Sony

Mark set up Marketing Operations and Sales Enablement for Trustpilot Global team.

Winner of several prestigious awards for delivering impressive commercial results.



CHAPTER 1

Customer challenges

Why many fail to achieve real value



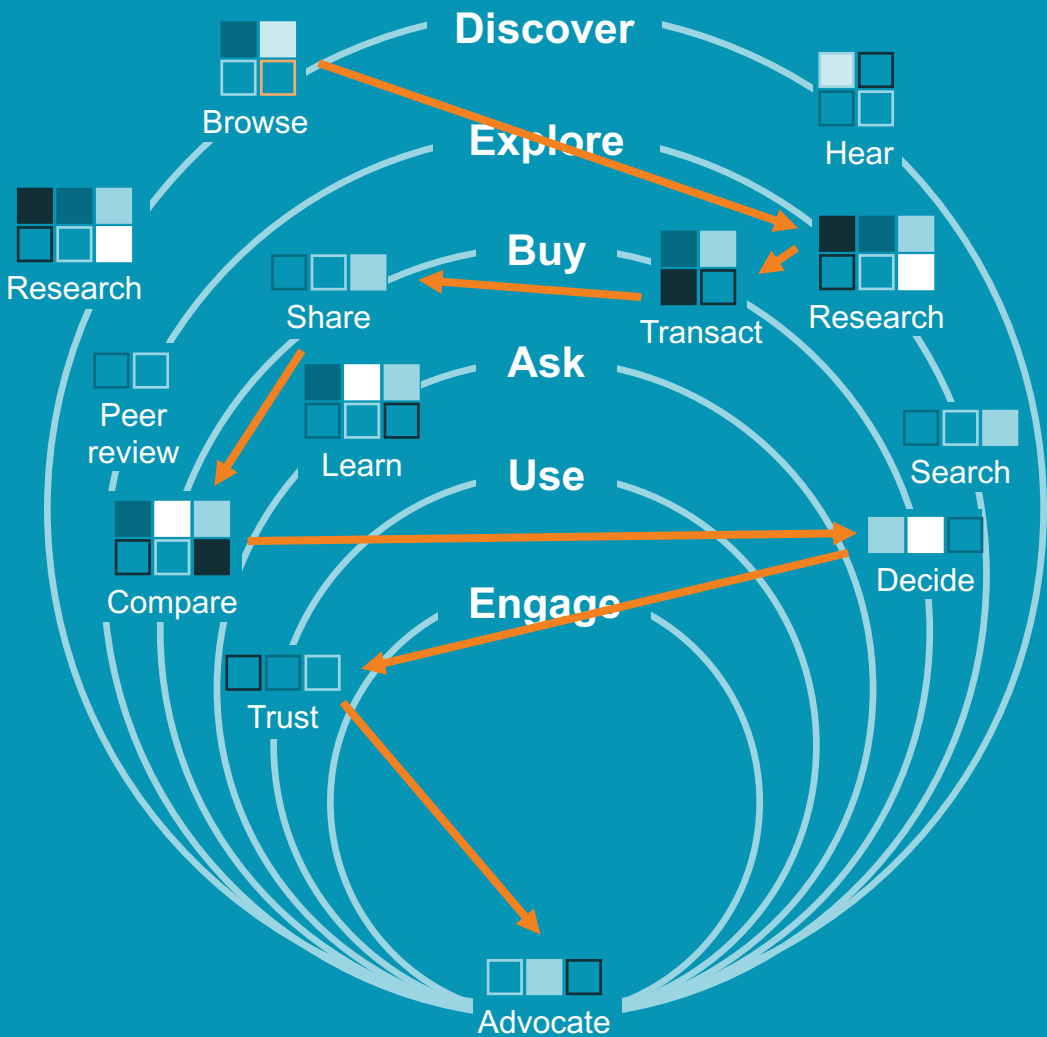


Customers
demand more.

- B2C consumers have higher demands, just because they can.
- B2C consumer behavior is translated into B2B buying behavior – Why settle for less?



Customer journey spaghetti.



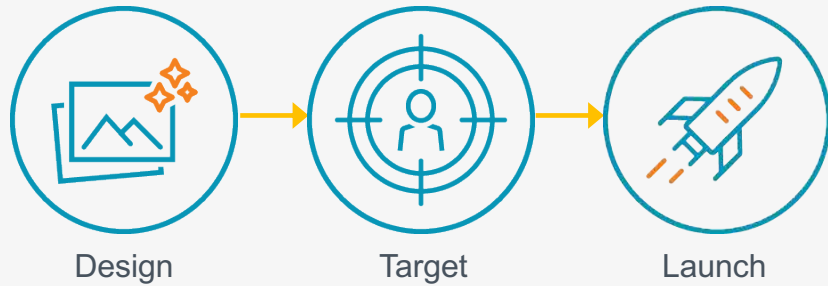
Mobile Web Company website Events Sales Peers Social Email Print

Organisations are irritating, not helping.

96% of customers say they
receive mistargeted messages or
promotions.

**Harvard
Business
Review**





Low engagement
Low ROI



Campaigns
fail to put the
customer first

Organisations struggle to offer an integrated experience.

We understand that, even in Digital, there is a lack of integration related to: Systems, Processes, People & Data.

The result is that it's very difficult to realize an integrated and consistent customer experience across different touchpoints throughout the lifecycle, hindering you from achieving your goals.

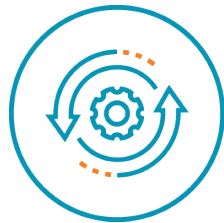


Systems

Lack of integration between systems.

Lots of new technologies.

Frustration of it being the bottleneck.



Processes

Inefficient processes.

Siloed departments.

Lots of duplicate efforts.



People

Lack of skills.

Lack of collaboration.

Restrained in using the latest and greatest.



Data

Overload of data.

No data insights.

Overwhelmed with all the data and possibilities.

Smart conversations that deliver engagement.



Right
message



Right
person



Right
time



Right
channel



Powerful
engagement

“It’s all about content & context.”



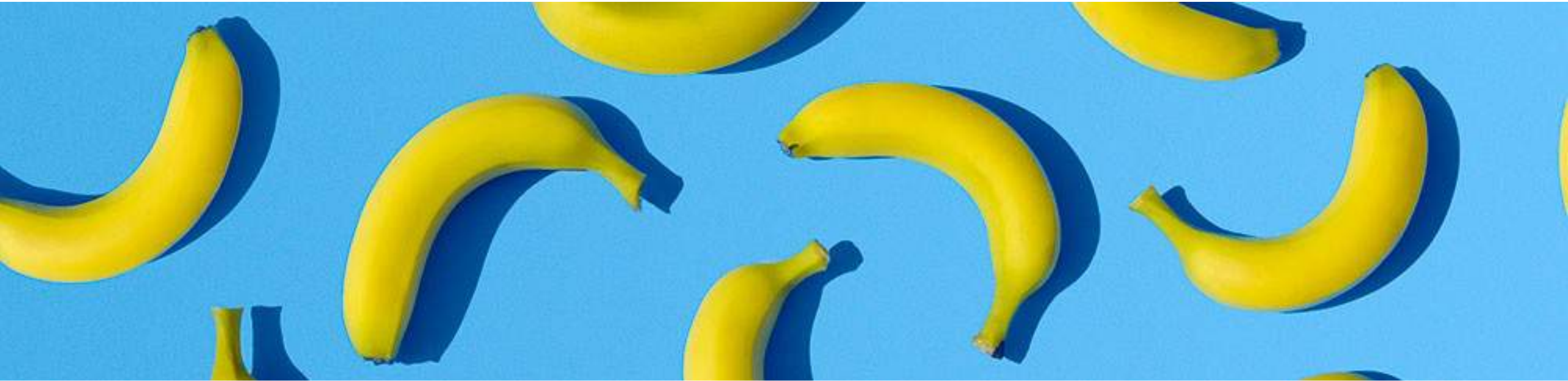
CHAPTER 2

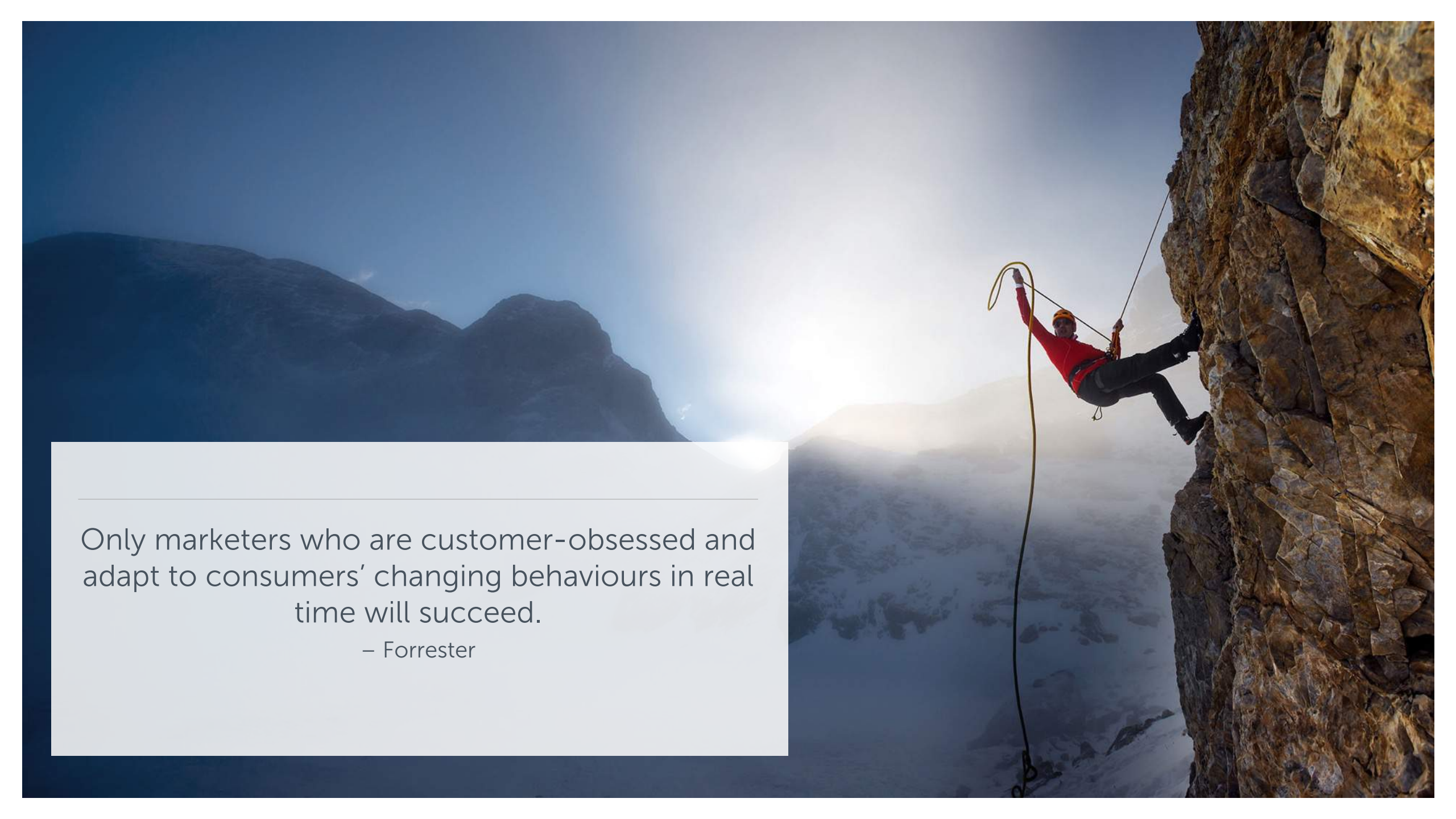
How to drive success Here is how we help our customers

Demand Manufacturing Wheel.



Interesting insights.



A person in a red jacket and yellow helmet is rappelling down a steep, textured rock face. The person is holding a rope and a coiled yellow rope. The background features a large, dark mountain peak under a bright, hazy sky. The scene is captured from a low angle, emphasizing the height and scale of the climb.

Only marketers who are customer-obsessed and adapt to consumers' changing behaviours in real time will succeed.

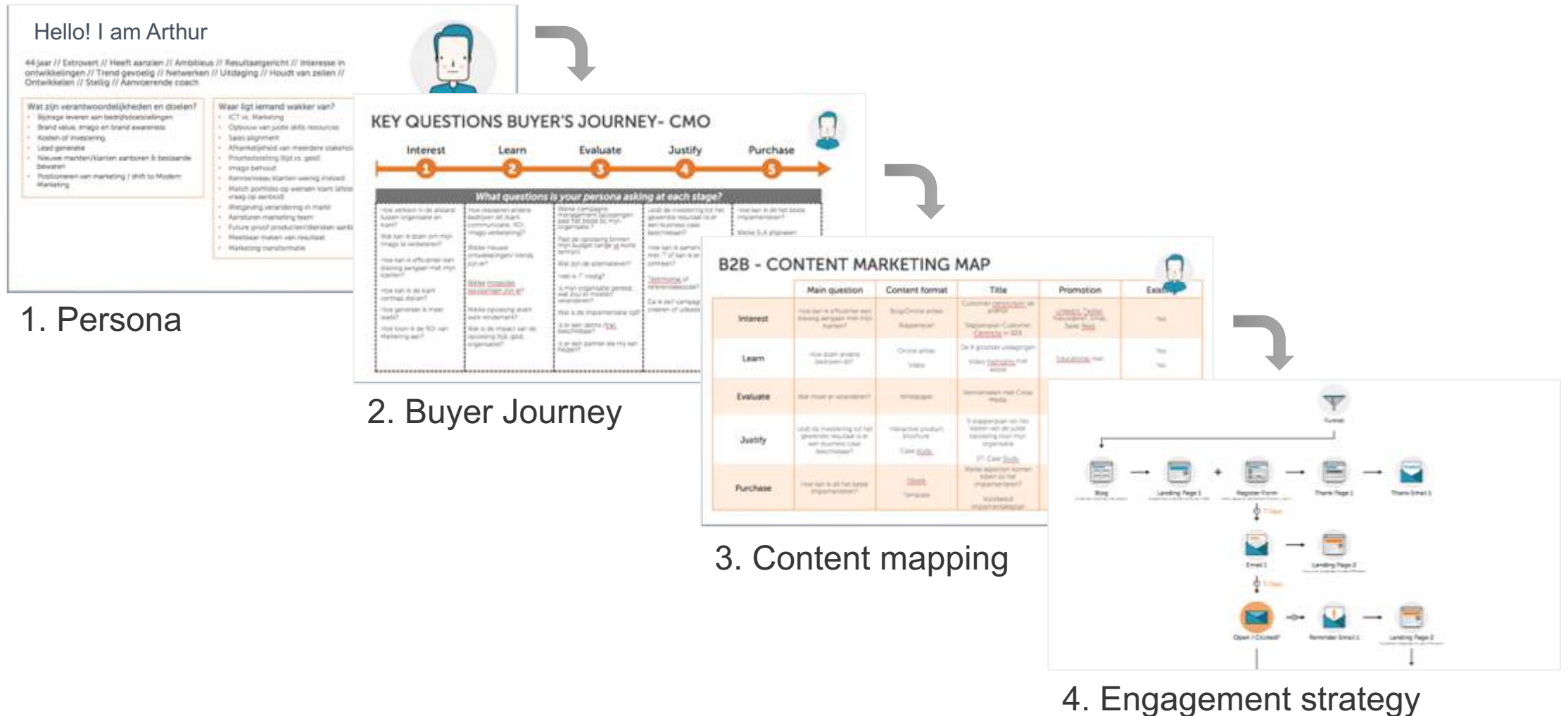
– Forrester

You need to be customer-obsessed.

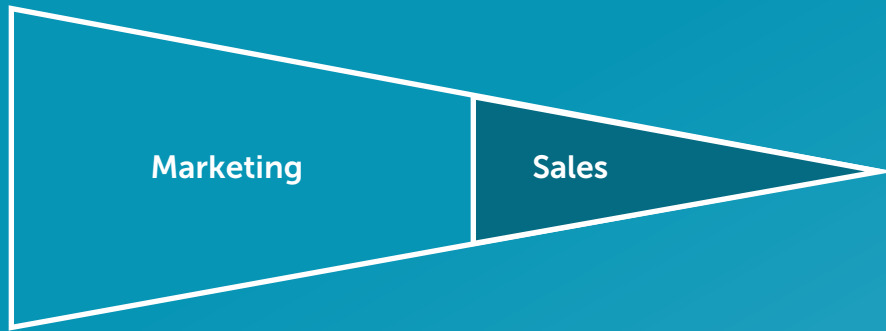
- What **profile** attributes do they have?
- What **drives** and **motivates** them, what makes them and their team **successful**?
- What are their **responsibilities**, **key priorities** and **initiatives**?
- What are their **frustrations** and **challenges**? What keeps them awake at night?
- What **triggers** would cause them to start considering a purchase
- What does the **buying journey** look like, what are the **phases**, what **questions** are they asking,
- Where do they get their **information** and who are their **influencers**?
- What roles do they play, what are they key **decision making criteria**?



Create conversations that drive engagement.



Marketing & Sales alignment: from hand-off to collaboration.



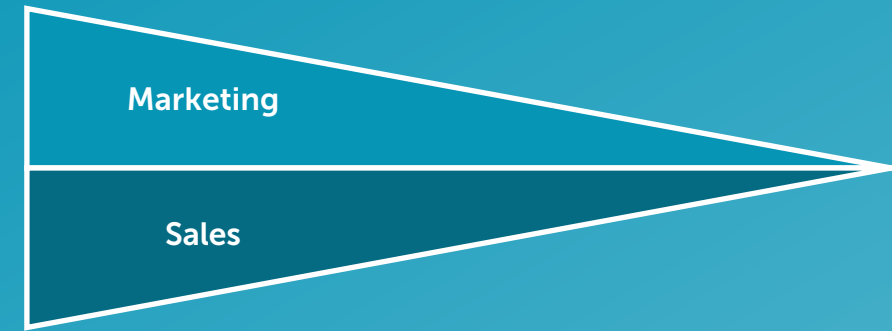
Traditional sales funnels

Marketing

1. Build content to engage prospects.
2. Position supplier as thought leader.
3. Generate and nurture leads.

Sales

1. Prove superiority of supplier value proposition.
2. Navigate and align buying center stakeholders.
3. Close deals.



Modern, aligned sales funnel

1. Partner with sales to develop commercial insight.
2. Create the conditions and content that enable sales to build prospect relationships in the pre-funnel.
3. Co-design demand generation and content strategy that disrupts how customers think of their own business.
4. Collaborate with sales to equip reps with best collateral.

What could we achieve? Just one example:

45%

Average Unique Open Rate

20%

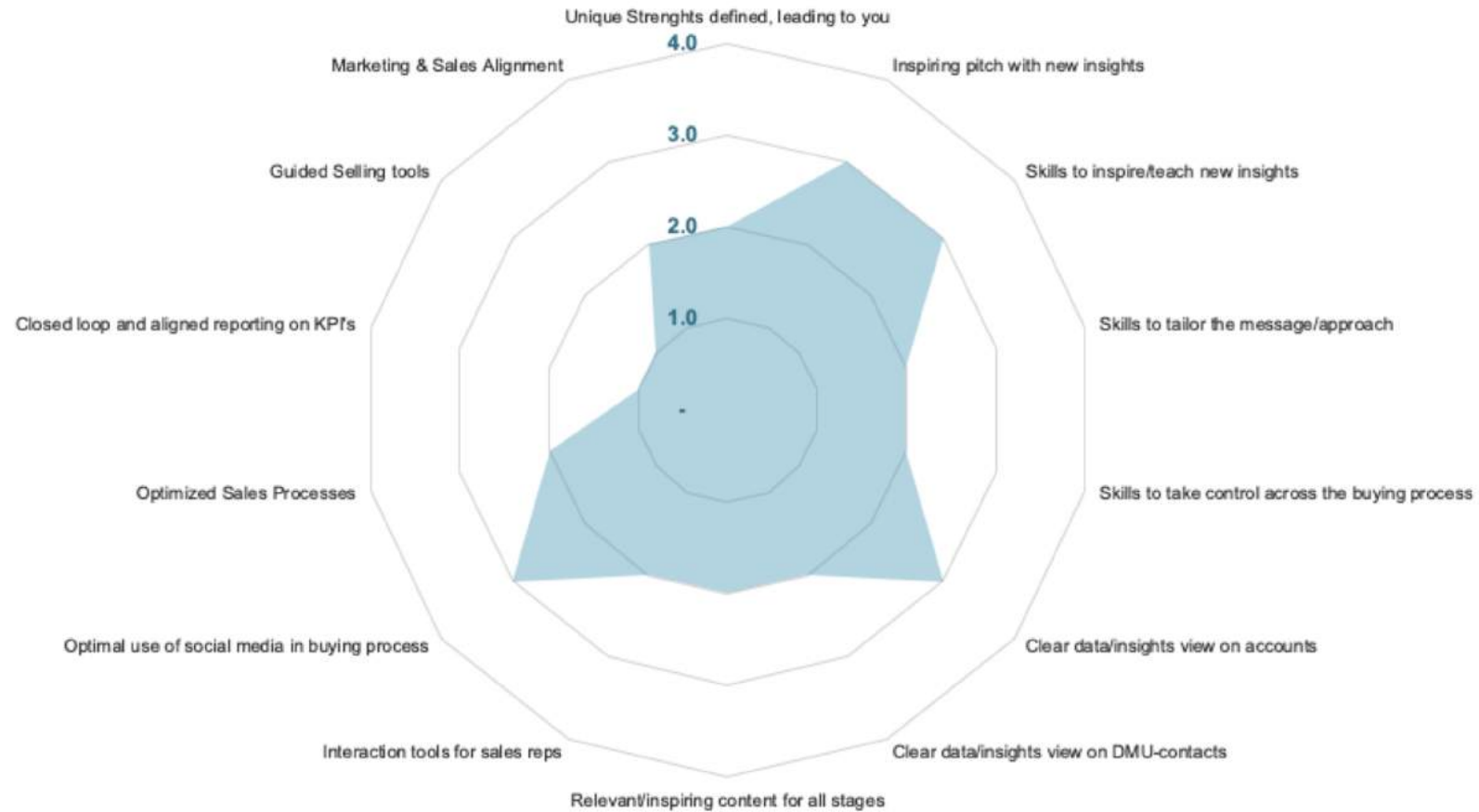
Average Click Through Rate

€3m+

Incremental Sales.

In year 1 from 15,000 contacts in
target persona segment.

Commercial enablement maturity index.



[Take the survey](#)



Align sales and marketing to
create a smoother buyer
experience

Koen Bogaert

Senior Solutions Consultant
Showpad



Align **sales** and **marketing**
to create a smoother **buyer** experience

Bridge the disconnect between sales and marketing silos.



30 seconds reality check

30 seconds reality check

Question for the marketer:

How do your sellers sell?

Question for the sales:

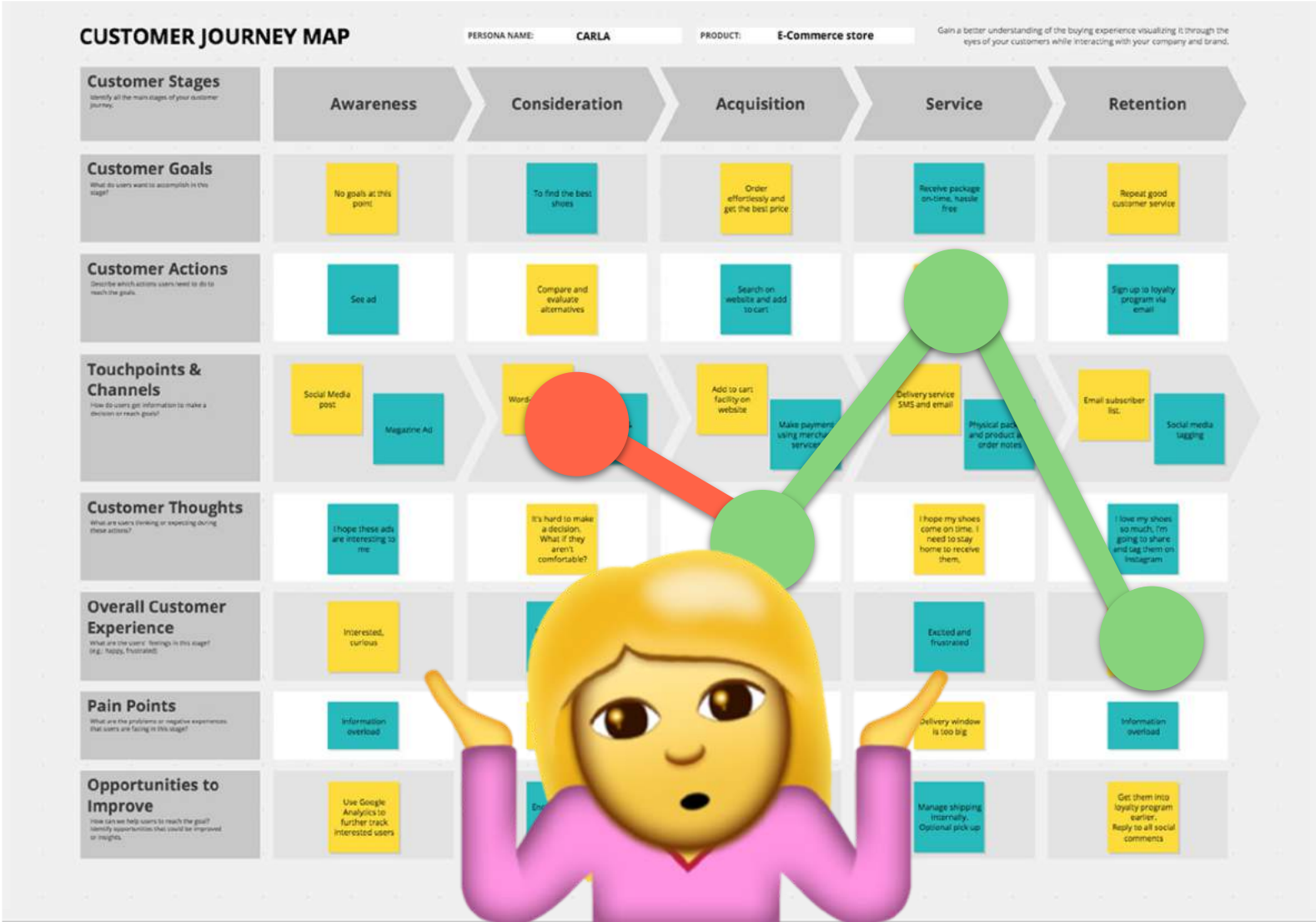
Did you need marketing content to get the order?

The long and winding road

Customer Journey

Buyer Journey

Sales behaviour

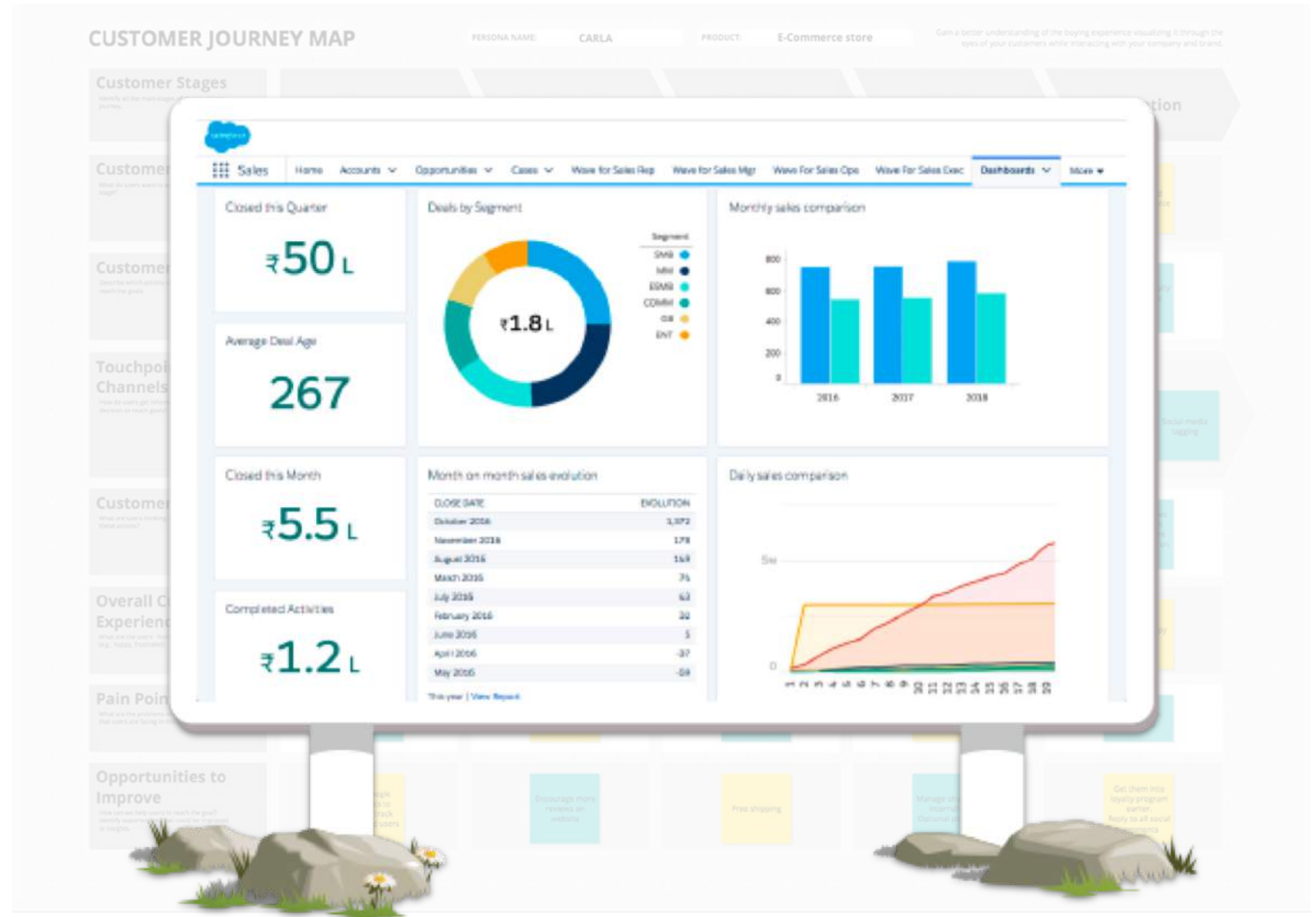


The long and winding road

Customer Journey

Buyer Journey

Sales behaviour



Bridge the disconnect between sales and marketing silos.



30 seconds reality check

Bridge the disconnect between sales and marketing silos.

Question for the sales:

Give me 3 reasons why you hate/love CRM

Top 3 Reasons why sales reps hate CRM

1. IS TIME-CONSUMING AND TEDIOUS

2. IS DESIGNED FOR MANAGEMENT

3. IS PASSIVE

What's in it for me?



48% of the sales teams in 2018
do not reach their quota.

Not reaching the quota. Who did it?



Not reaching the quota. Who did it?



The sales rep



Marketing



Product



Management



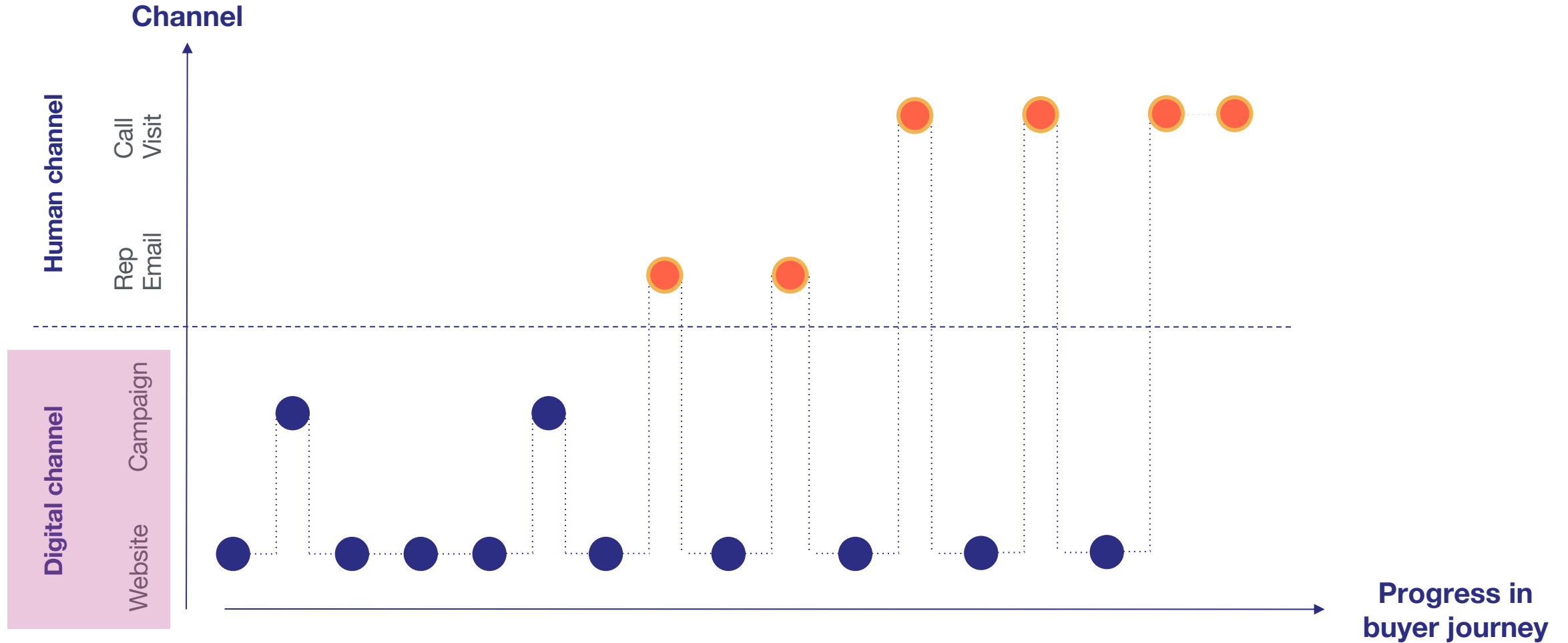
Colonel Mustard



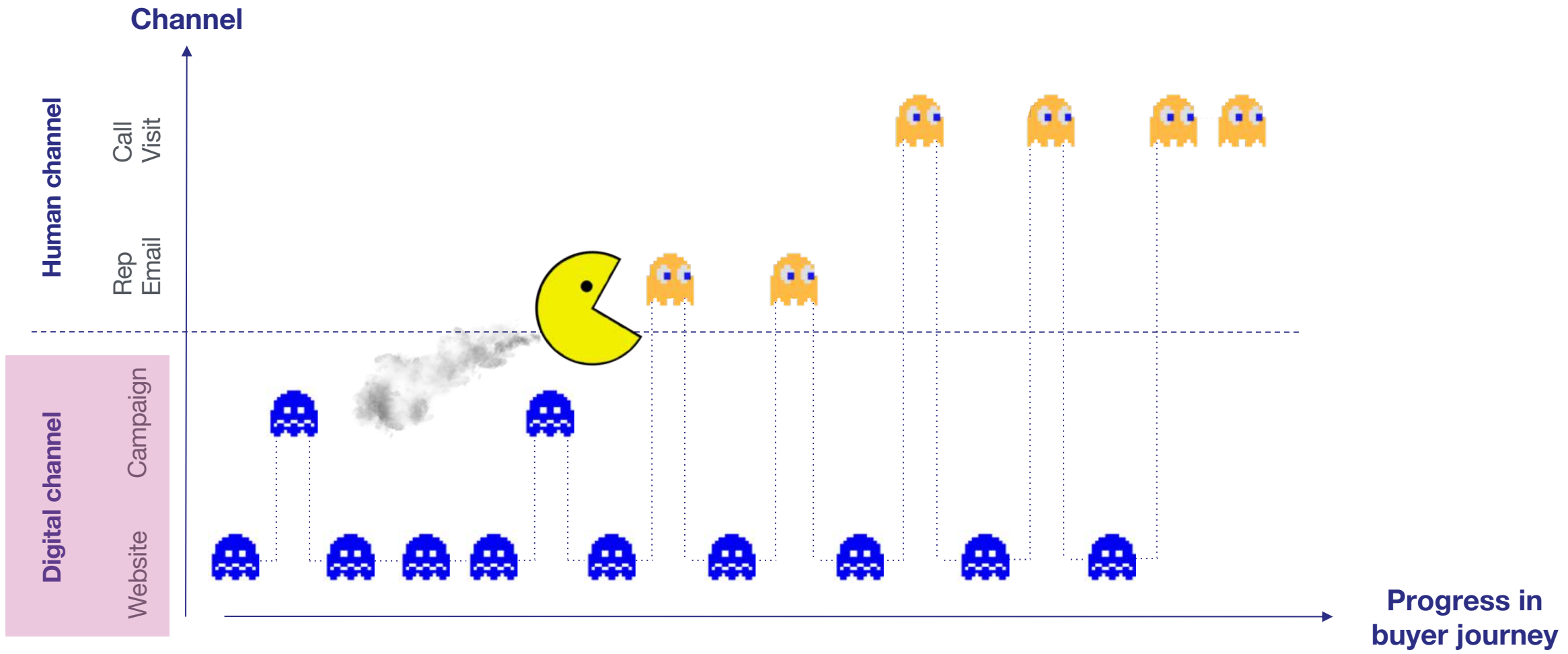
IT



Sales journey starts digital



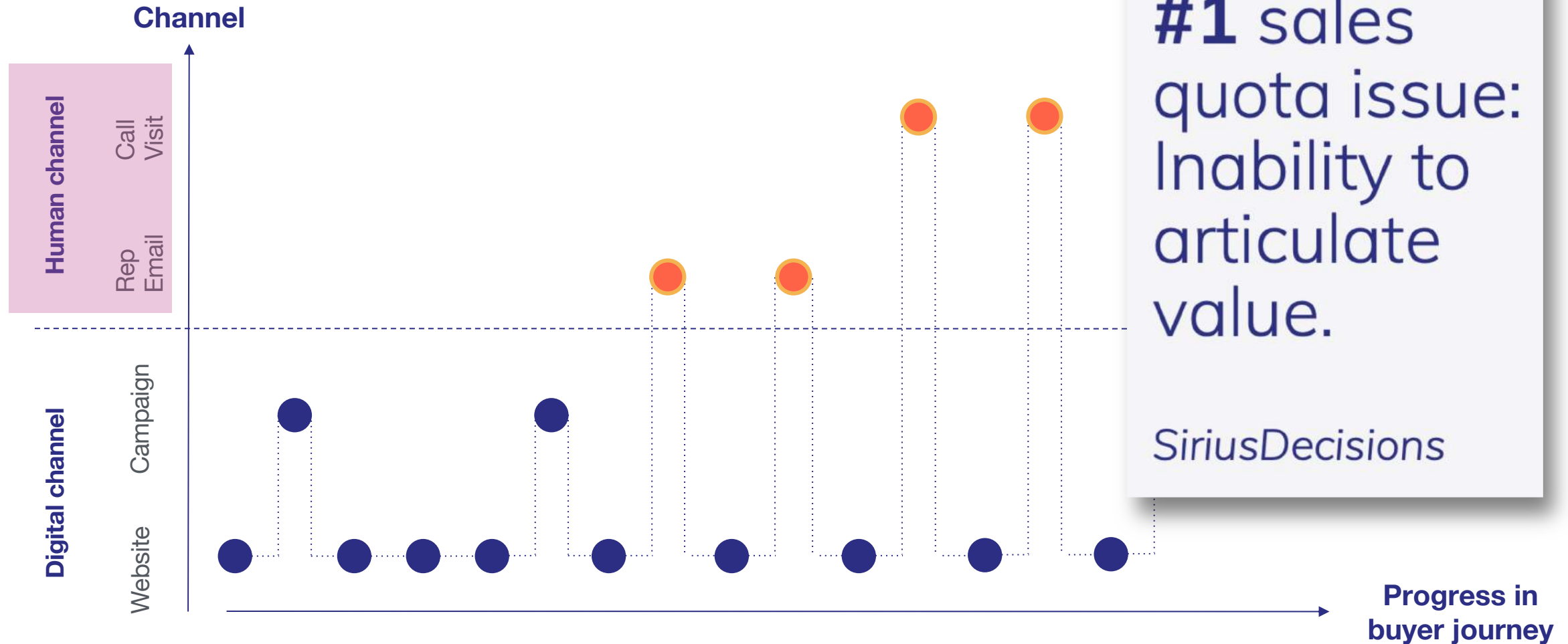
And gets more digital day by day



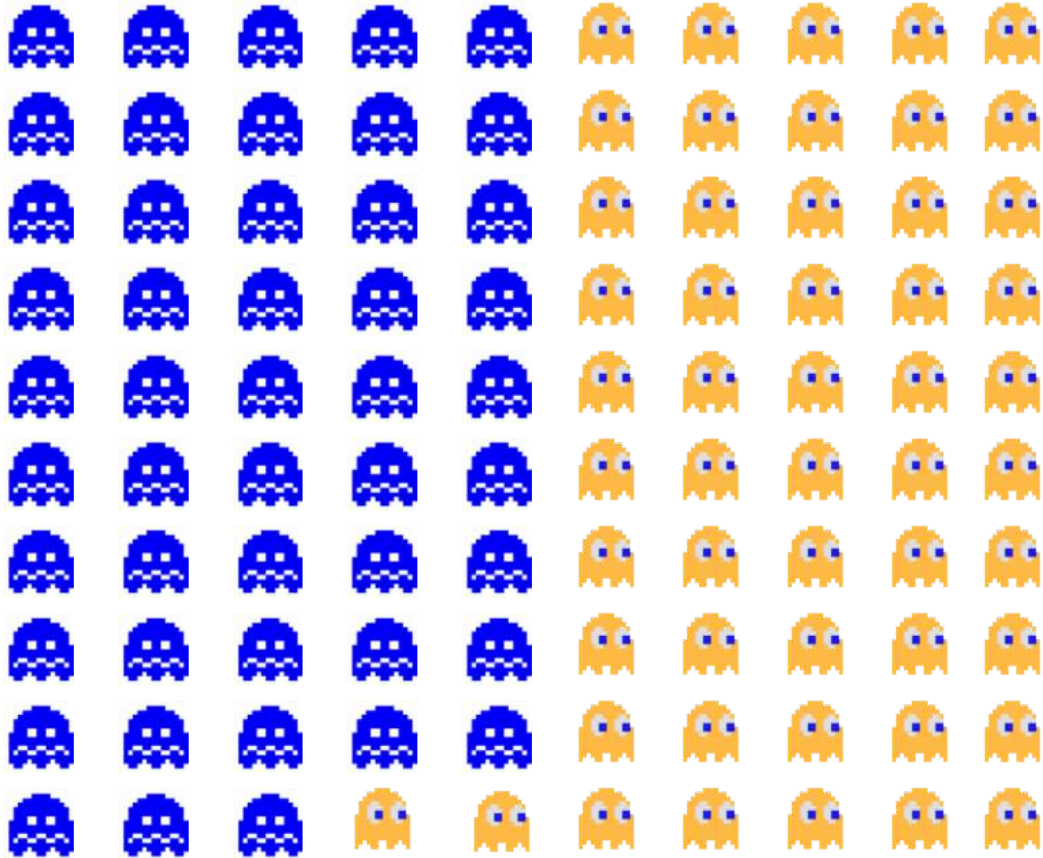
A man in a dark blue suit and a striped tie is shown from the chest down. He is holding a silver pen in his right hand and looking down at a document he is holding with his left hand. The background is blurred, suggesting an office setting.

48% of the sales teams in 2018
do not reach their quota.

Sales reps are an extension of your digital channels

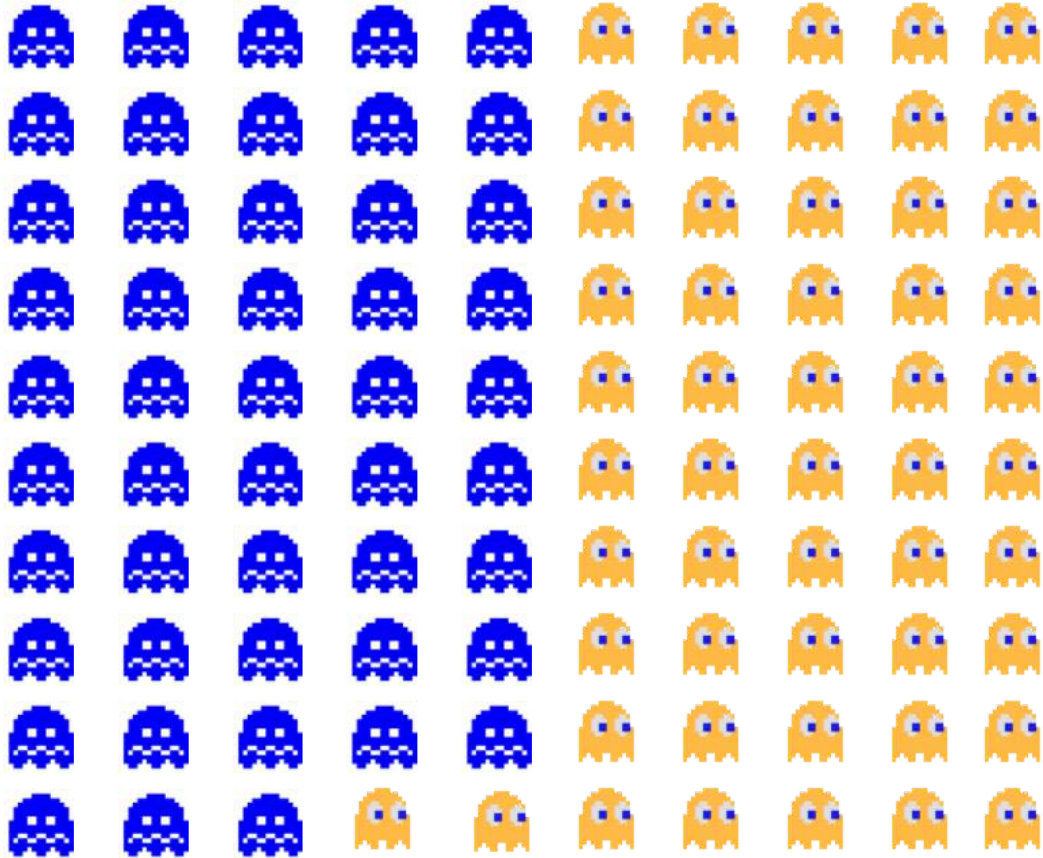


From a Mkt point of view: your sales teams = x websites:

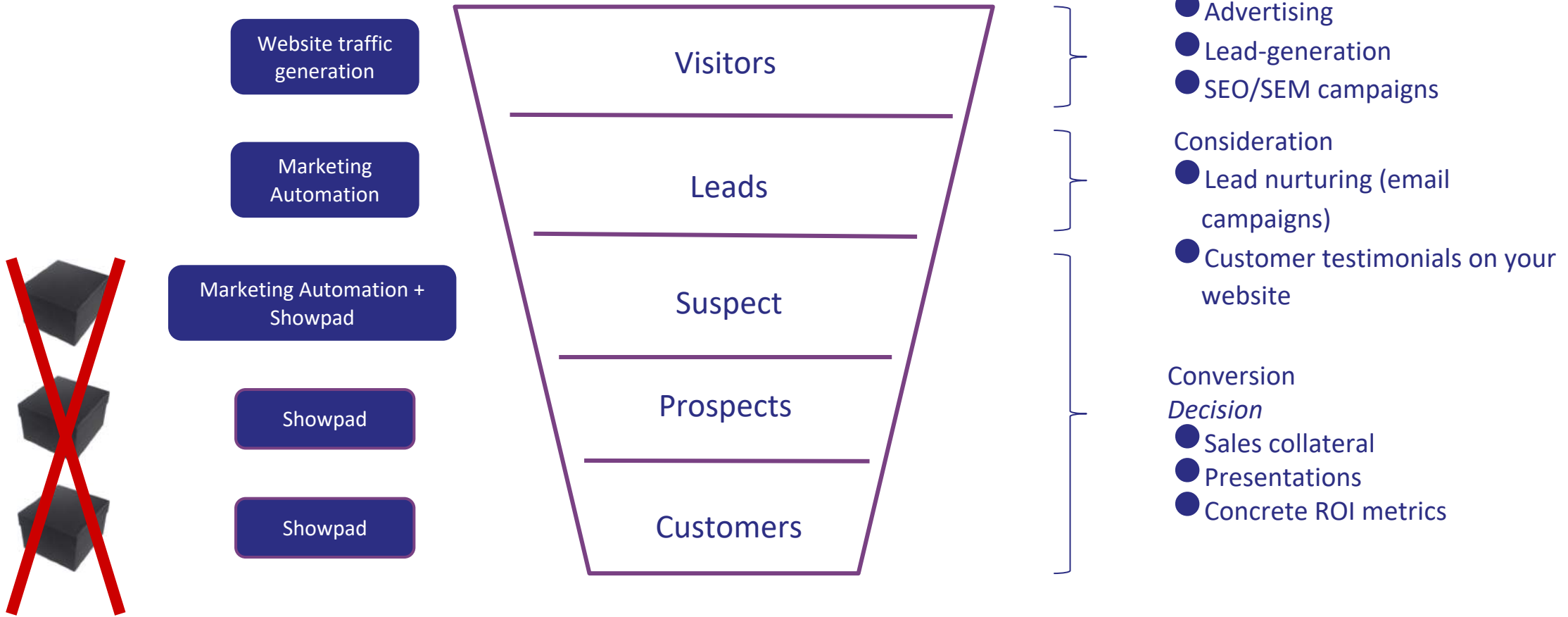


- Different content
- Different messaging
- Different relevance
- No “Google” Analytics

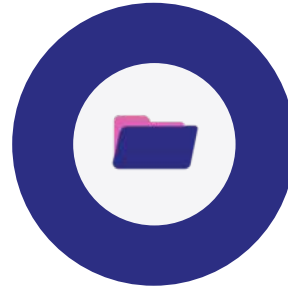
From a Mkt point of view: your sales teams = x websites:



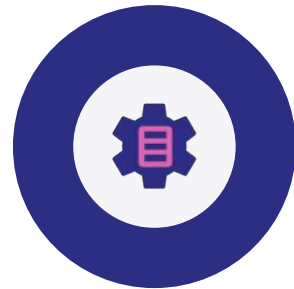
Marketing funnel



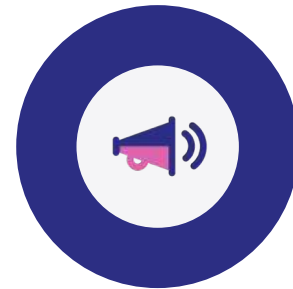
How it is solved today



Content library

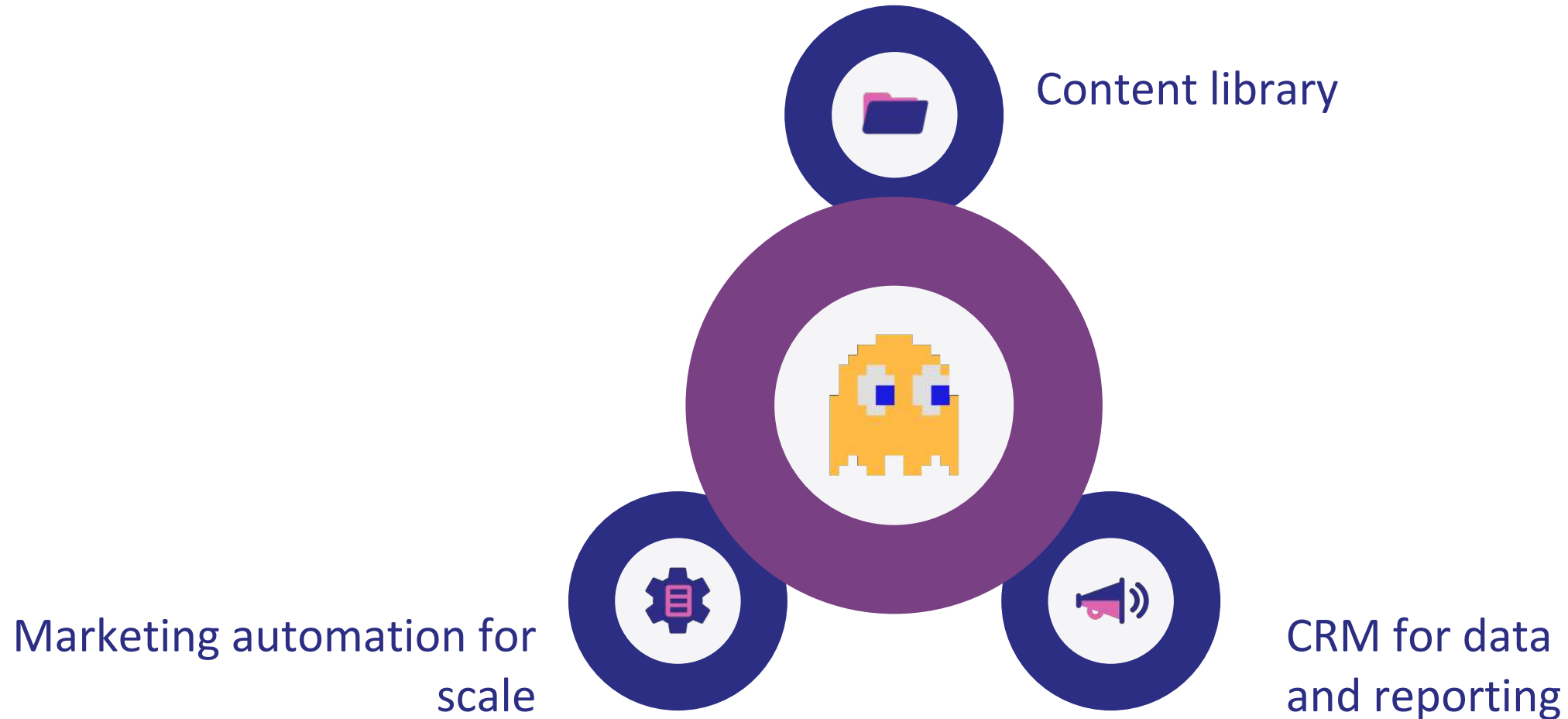


Marketing automation for
scale



CRM for data
and reporting

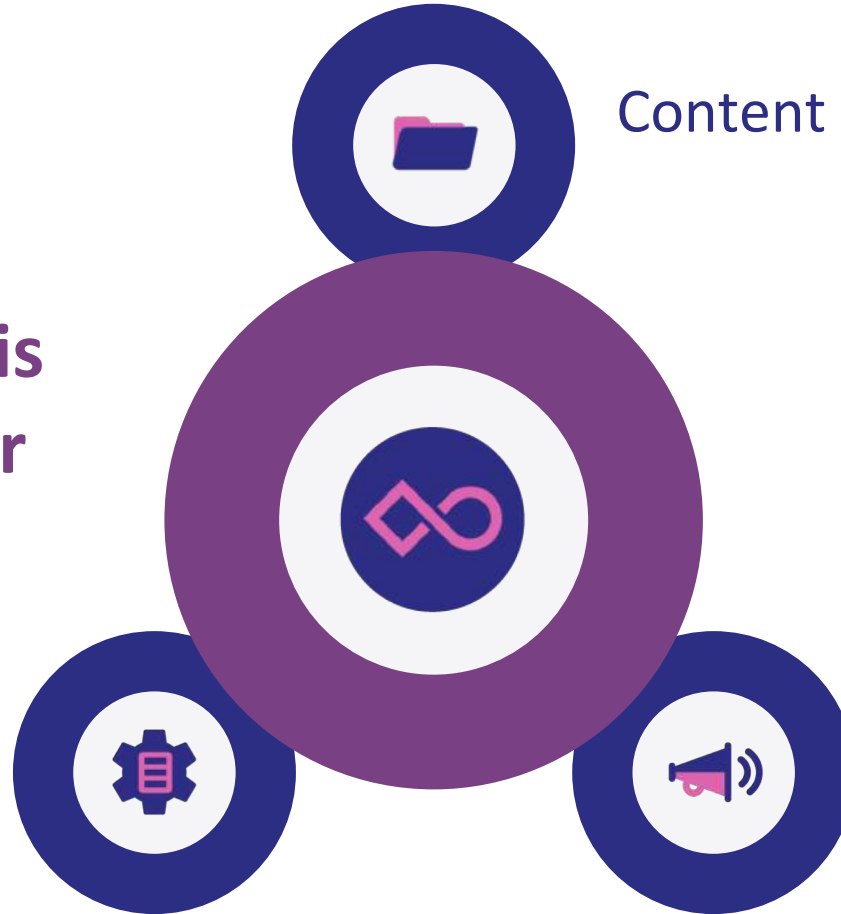
Centricity



Centricity

**Sales Enablement is
there for the seller**

Marketing automation for
scale

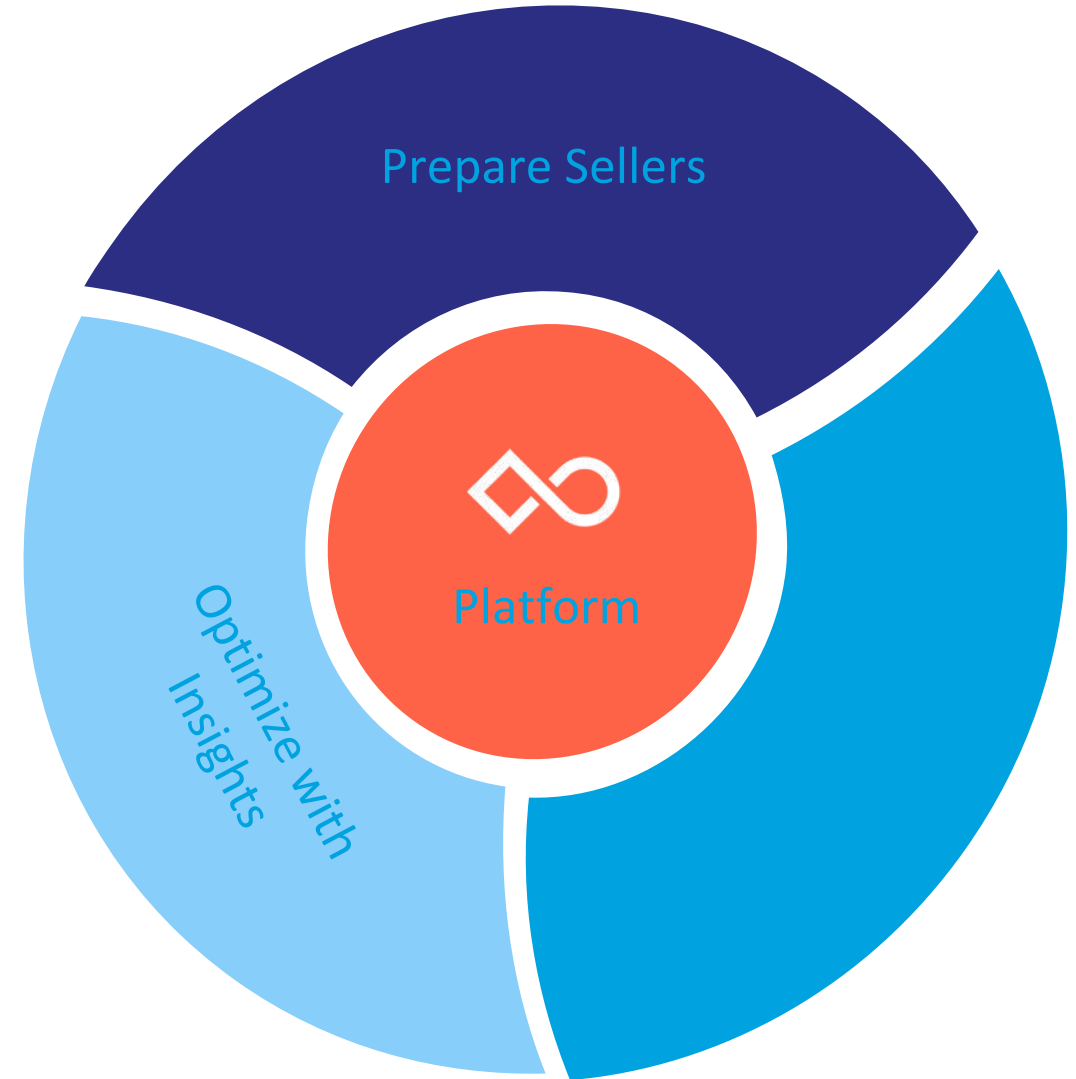


Content library

CRM for data
and reporting

The most complete and flexible sales enablement solution

- **Prepare sellers**
Deliver marketing & training content in context, provide sellers effective coaching.
- **Engage buyers**
Personalize every sales interaction & deliver a great experience.
- **Optimize with insights**
Translate insights into best practices & win more.
- **Showpad Platform**
Centralize your marketing & training content in a single source of truth.

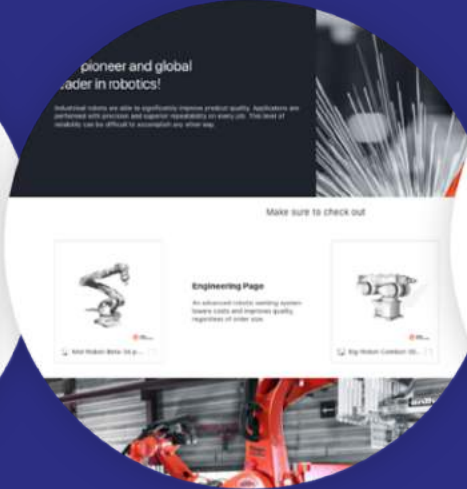


Prepare Sellers

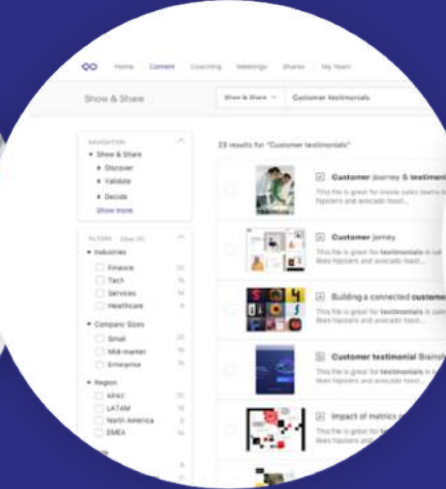
Discover, use & share the right story, for every opportunity



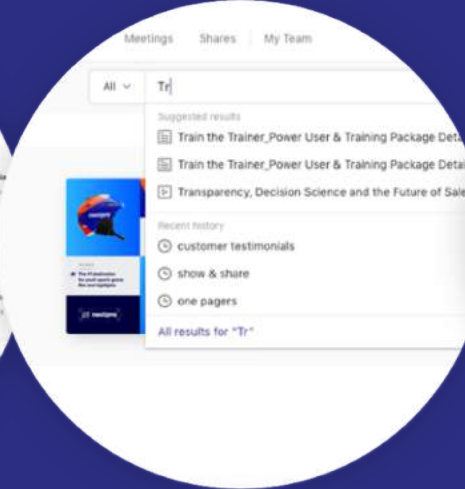
**Guided
Experiences**



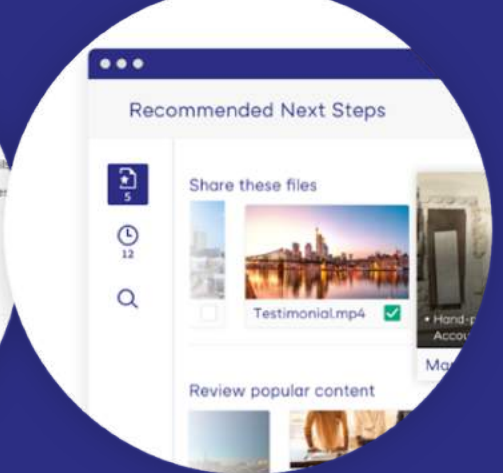
**Playbooks
Access to learning**



**Content &
Course browse**

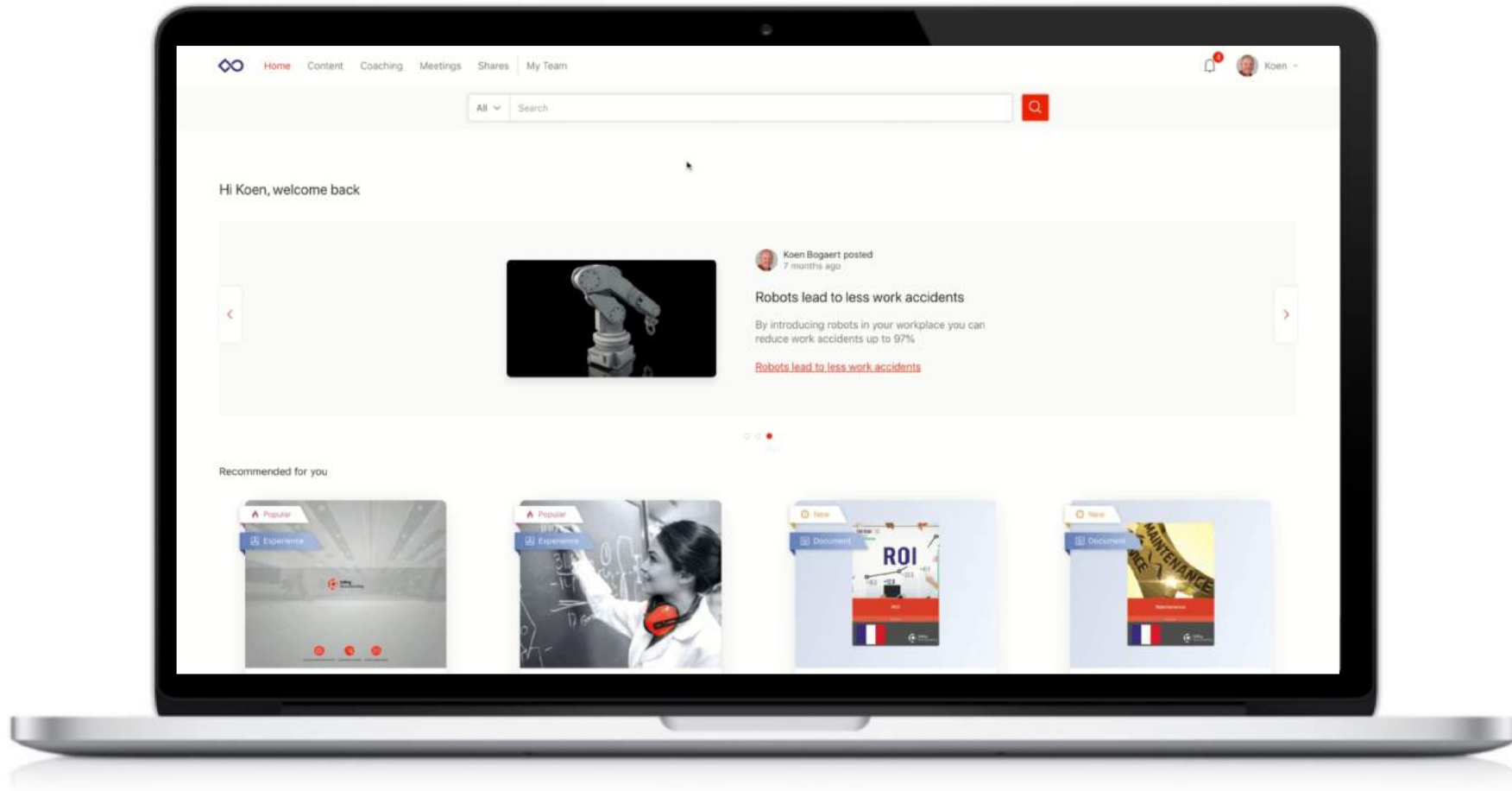


Platform search



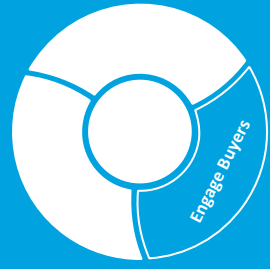
**Proactive
recommendations**

Prepare sellers



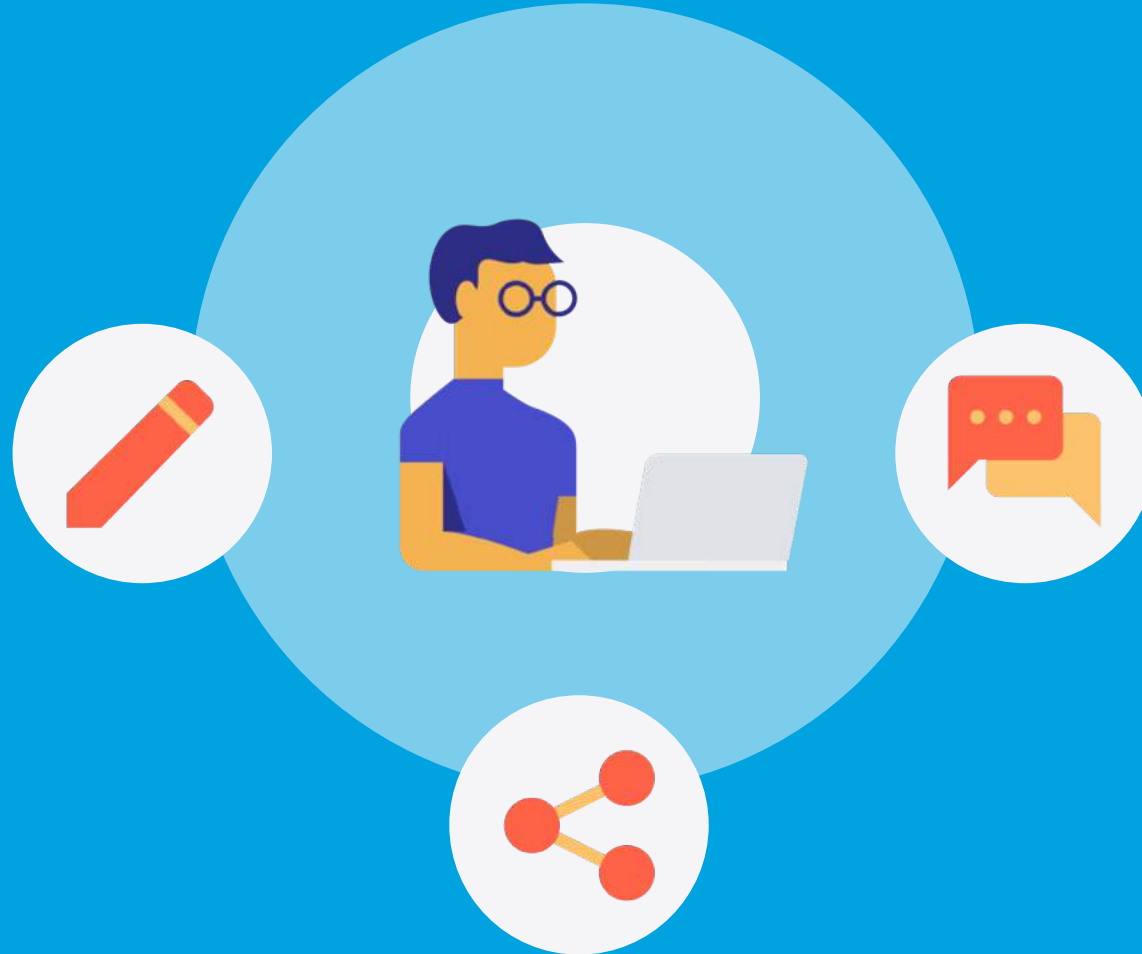
Engage Buyers

Personalise every sales conversation



Personalise

Tailor each conversation
with personalised
content for every buyer
based on CRM



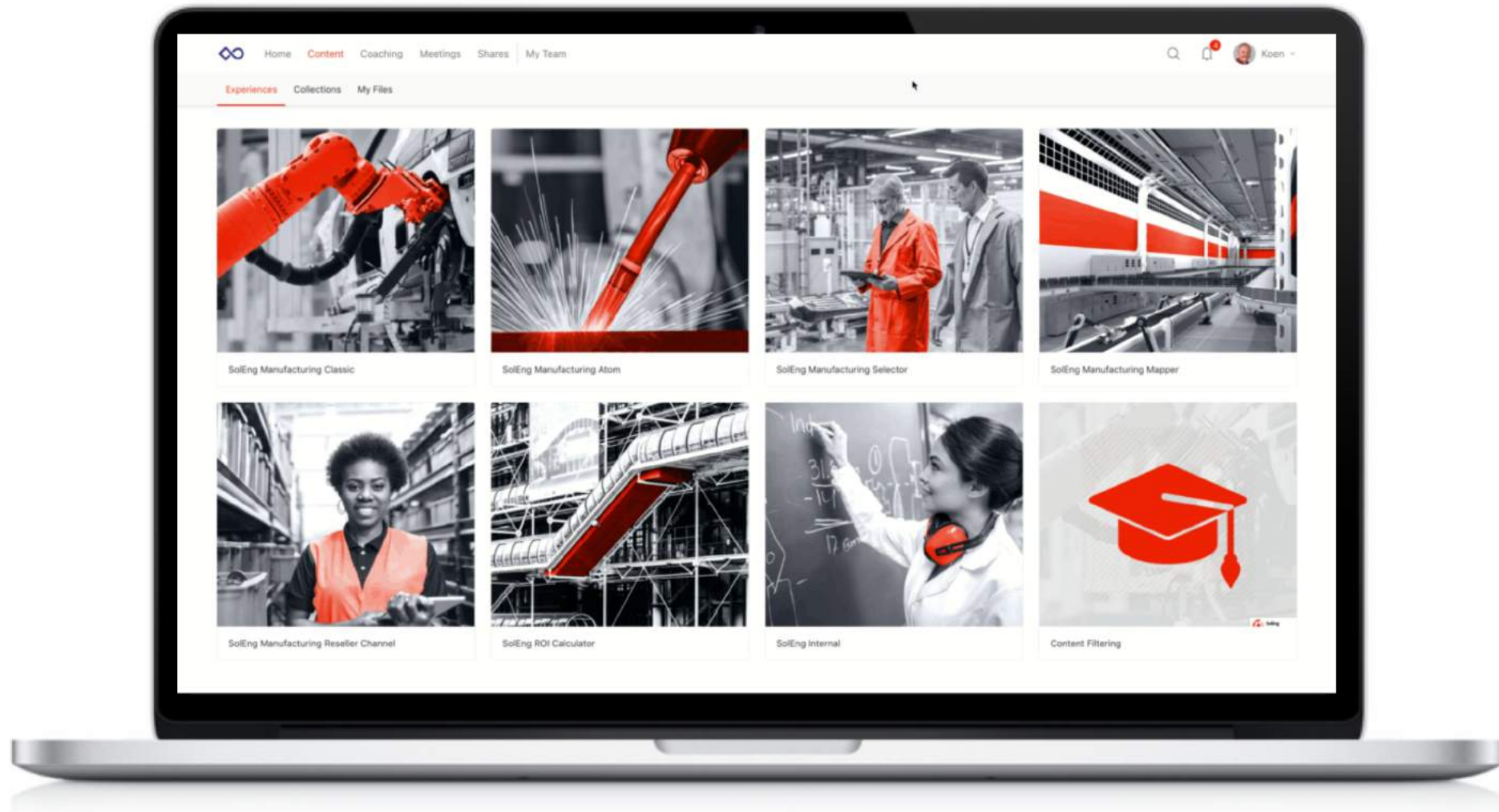
Collaborate

Easily share information and
enable seamless collaboration
between customer and sellers

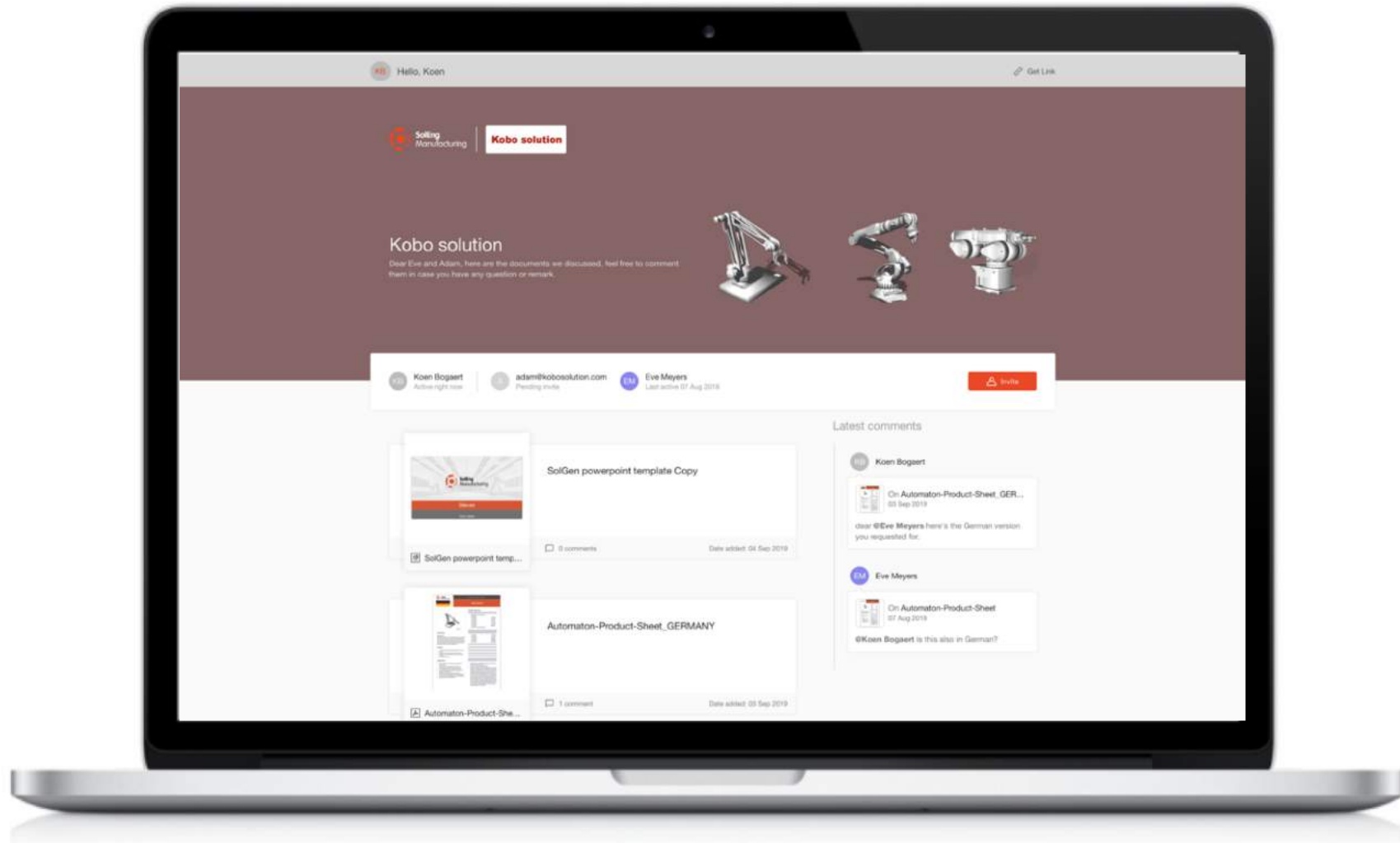
Interact

Bring conversations to life with interactive buyer
experiences

Engage buyers

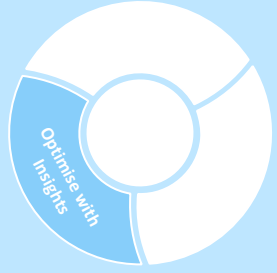


Engage buyers



Optimise performance with Insights

Shared success metrics: revenue and funnel



Conversation analytics

Invest more in stories that impacts revenue

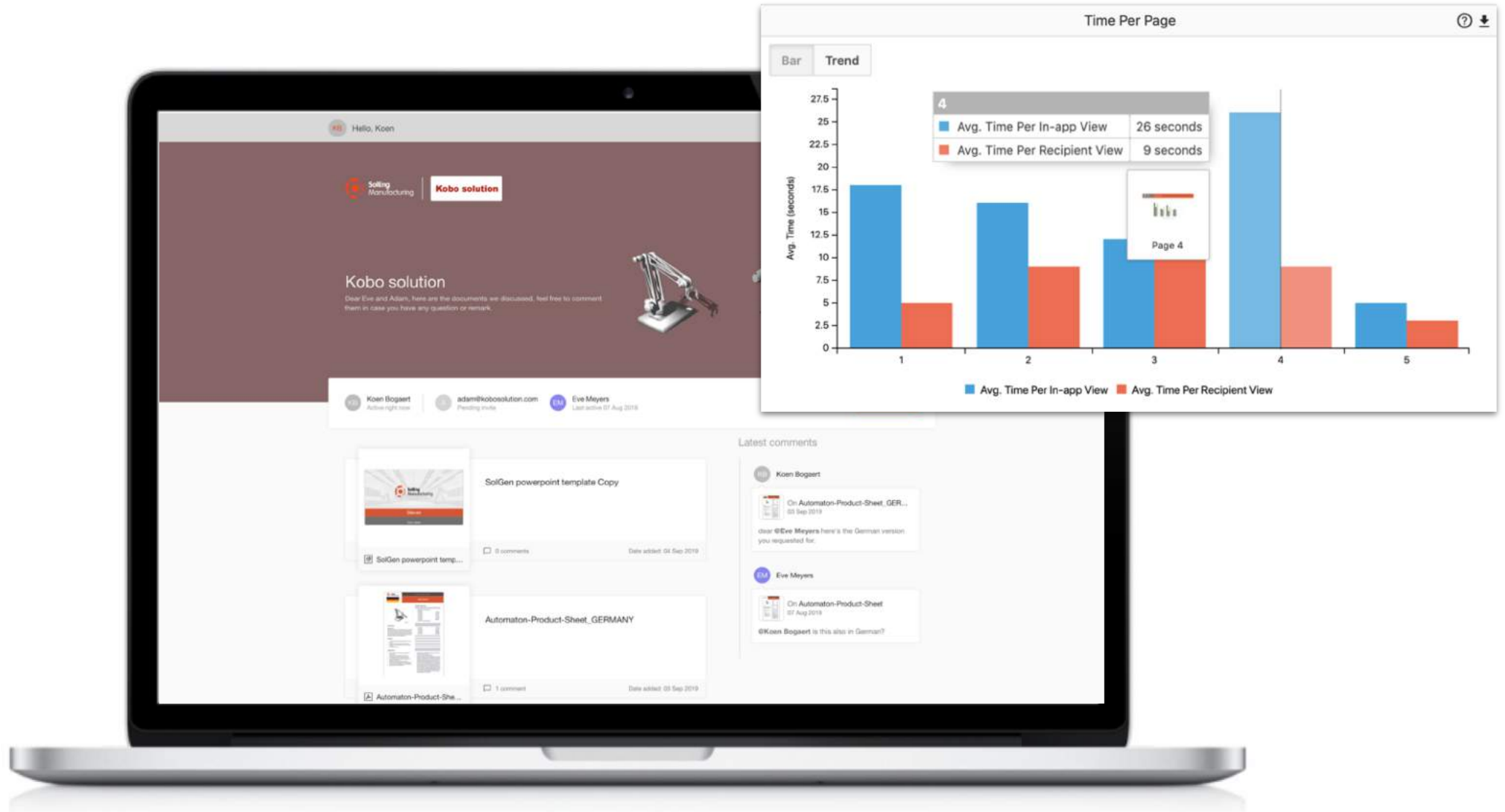
Customer analytics

Shorten sales cycle by tracking your customer's level of interest

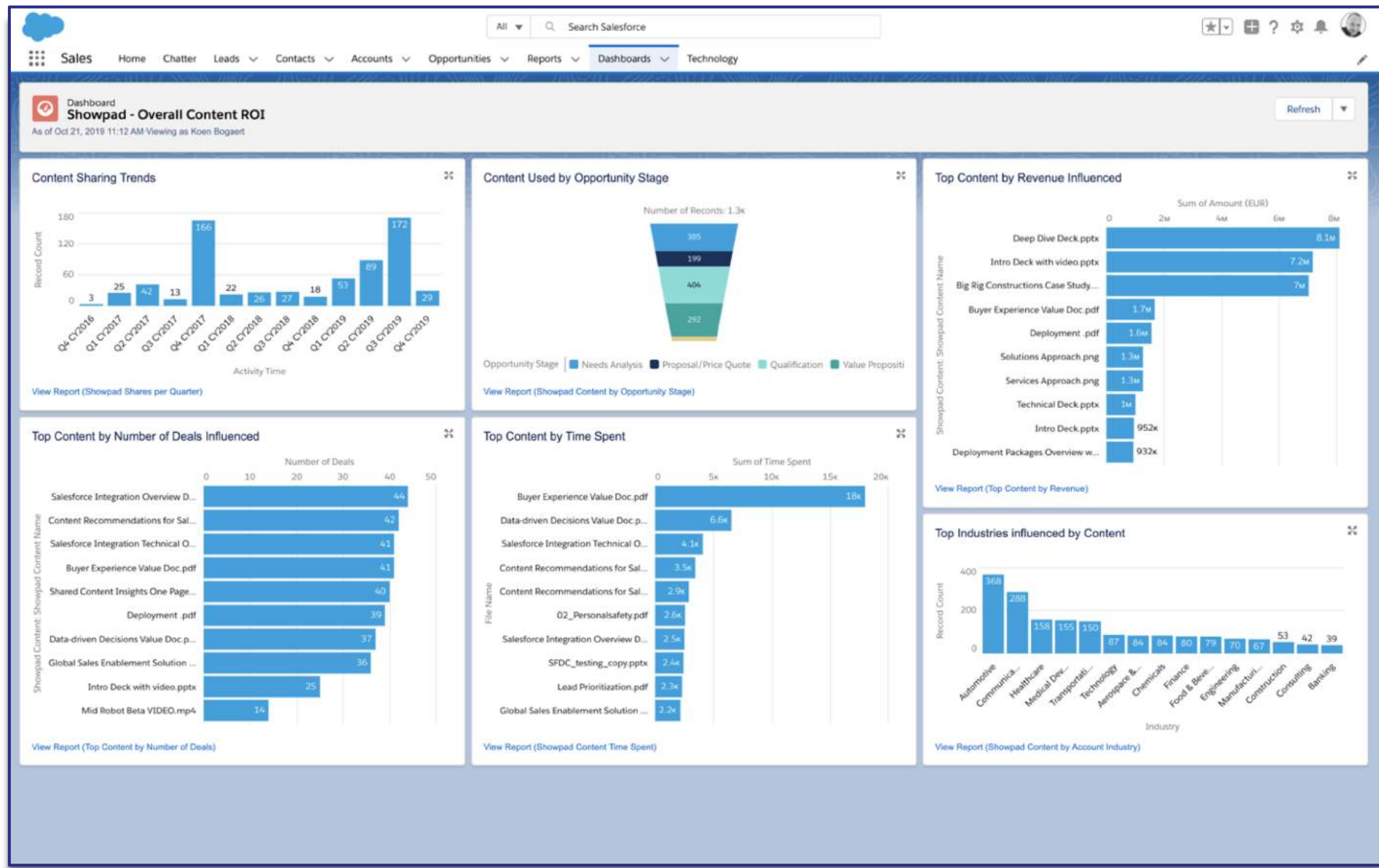
RM analytics

Replicate your top seller's behavior to scale success

Optimise with insights



Bridge the disconnect between sales and marketing silos.



Sales reps are an extension of your digital channels



24 - 7/7 reality check



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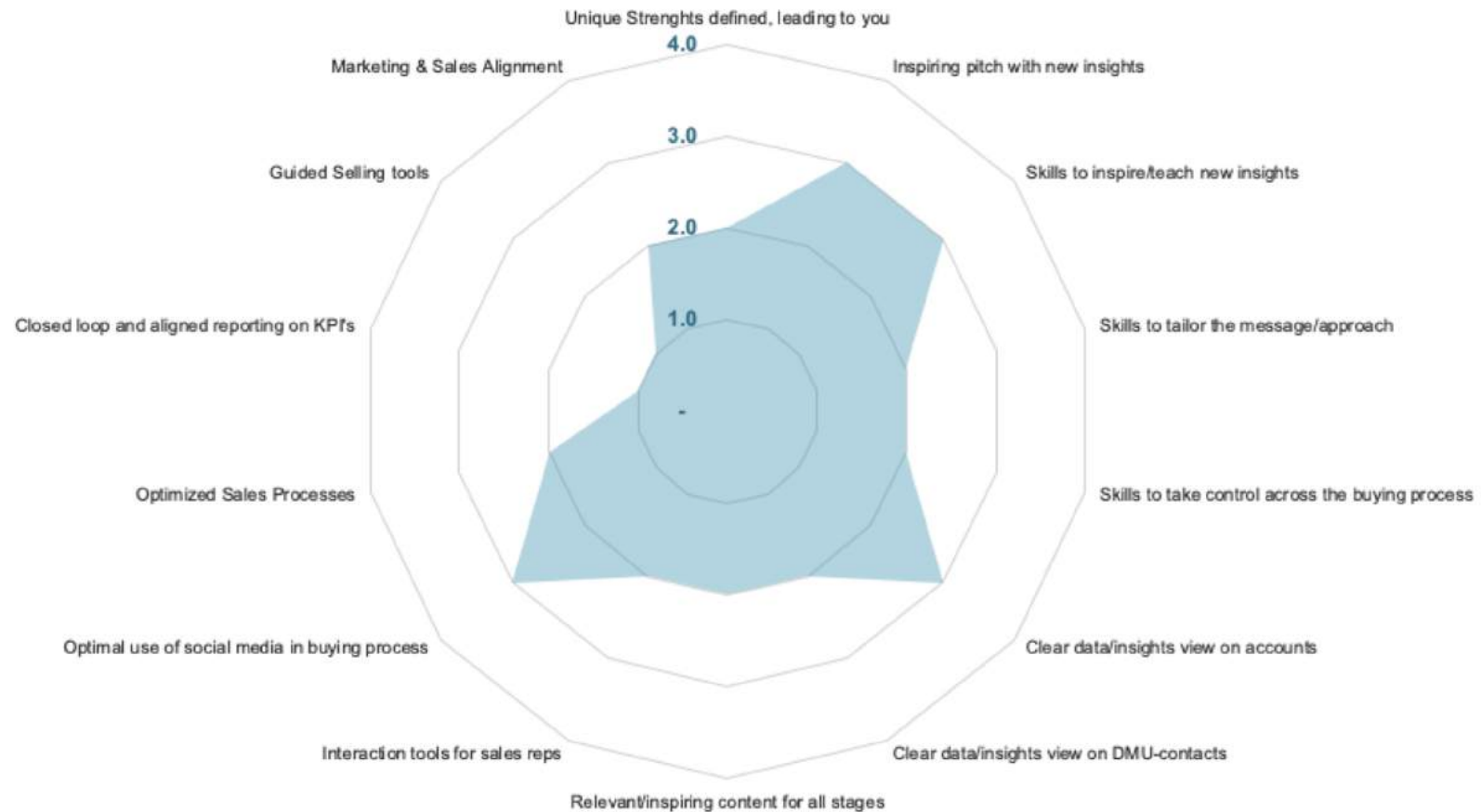
Marketing Superman

“What makes Superman a hero is not that he has power, but that he has the wisdom and the maturity to use the power wisely.”

Christopher Reeve



Commercial enablement maturity index



Commercial enablement maturity index



What should be improved (first)?

- **Get alignment on your current status on Sales Enablement**
- **Pick a limited number of** topics that need improvement most / fastest
- Build a roadmap for short and longer term

#1 Story: unique strenghts

#2 Story: inspiring pitch

#3 Skills: teach

#4 Skills: tailor

#5 Skills: take control

#6 Support: account insights

#7 Support: contact insights

#8 Support: content

#9 Support: interaction

#10 Support: social selling

#11 Support: sales process

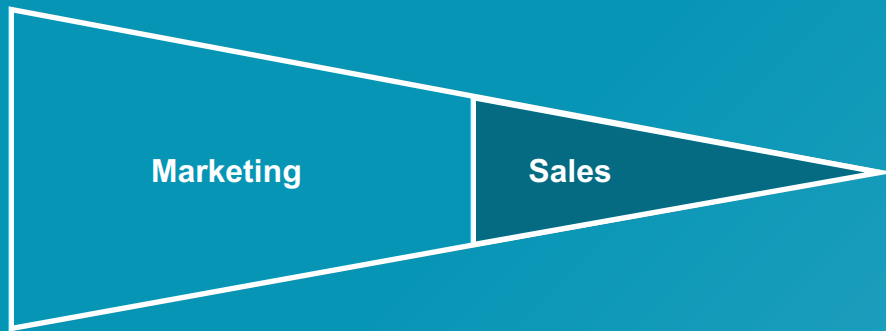
#12 Support: reporting

#13 Support: guided selling

#14 Sales & Marketing alignment



Marketing & Sales alignment: from hand-off to collaboration.



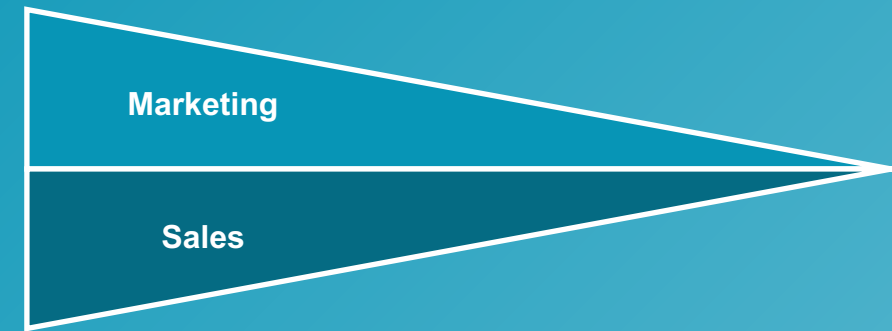
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Showpad
TRANSFORM

The modern seller

***“The truth is:
the human interface will become a premium service.”***

Steven Van Belleghem, expert in customer focus in a digital world

Thank you



koen.bogaert@showpad.com

Q&A

