

THE POWER OF CONTENT IN SALES



USING CONTENT AS A SALES TOOL

90% of B2B buyers state that online content effects their purchasing decision.

In our recent article [So What is Sales Enablement](#) we commented how content is the glue that binds sales and marketing together. When properly aligned around unified objectives and the customers who best fit your ideal profile, compelling content will provide valuable information sales teams can use as part of their selling process that is tailored to their target audience based on the specific stage of the buying journey they are in.

The next step in completing this sales and marketing ecosystem is outlining the personalities that sales will encounter during their process. This will define the roles, traits and motivations that drive decisions that get made in the buying cycle. Known as a buyer persona, a fictional profile of your target audience, we can fully understand the people who buy from us and present them with relevant content that will drive sales velocity.



Combine this with your idea customer profile to develop a description of the type of person that likes to buy from you.

DEVELOPING BUYER PERSONAS

A great place to start when developing your own buyer personas is to look to the customers that you have been most successful with. Ask them questions as part of your [QBR process](#) that will help uncover their specific goals, challenges and preferences related to how they like to buy.

For Example: When they are investigating a solution, or ready to make a purchasing decision, what does that process look like? Where do they go for information? Do they prefer to work with a sales rep, or not?

It is important to ask these behavioral questions to the various departments within the organization because individual motivations will vary among stakeholders that may be decision influencers, if not part of the approval process itself. Once you have collected all the data your buyer personas can be created to define a generalized semi-fictional character.

”ASK THEM QUESTIONS AS PART OF YOUR QBR PROCESS THAT WILL HELP UNCOVER THEIR SPECIFIC GOALS, CHALLENGES AND PREFERENCES RELATED TO HOW THEY LIKE TO BUY”

Quarterly Business Review	QBR Template
Q1 2023	Q2 2023
Q3 2023	Q4 2023
Q1 2024	Q2 2024
Q3 2024	Q4 2024
Q1 2025	Q2 2025
Q3 2025	Q4 2025
Q1 2026	Q2 2026
Q3 2026	Q4 2026
Q1 2027	Q2 2027
Q3 2027	Q4 2027
Q1 2028	Q2 2028
Q3 2028	Q4 2028
Q1 2029	Q2 2029
Q3 2029	Q4 2029
Q1 2030	Q2 2030
Q3 2030	Q4 2030

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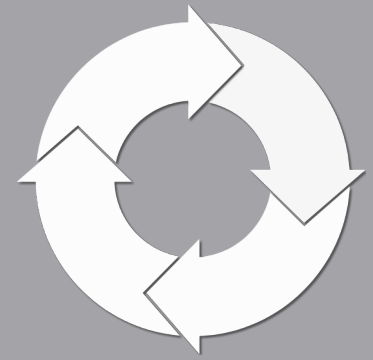
Using Content in the Sales Process

Now that you have an ideal customer with established profiles for the key decision makers the sales and marketing teams can work together to present content that will help attract them to your company.

This begins with using pre-sales content at the early stages of the buyers journey to enable sales. During this time prospects are navigating through the stages of their buying journey. Here is where content can be presented while the prospect is developing an awareness of a problem, or requirement, for which your organization has a solution to. Once the problem or need has been identified, but the prospect is unsure of the best available solutions, information can be provide that helps in their preliminary evaluation. Perhaps in the form of a technical paper, or a recommended technology widely used in a specific industry.

Once a prospect has determined a solution they are ready to make a decision and begin looking for which companies deliver the best value. It is at this stage where the buying process will begin to overlap with the selling process. Combined with your understanding gained from the persona development process, relevant content can be provided that will attract your prospect to your solution. For example: Factors to consider when looking for a solutions provider or benefit's to your process that resonate with what they value.

After they decide on your offering, your goal is to get them to adopt you as a trusted advisor to develop a long term business relationship around. Create content speaking to the customer experience will help to reinforce the buying decision and give sales a reason to continue engagement after the newly won piece of business gets transitioned over to project management.



Buyers Journey

- Awareness
- Consideration
- Decision
- Adoption

Tip: Look at the tools your sales team is developing as part of their sales process as idea generation for new content. Are they developing custom presentations for a prospect, or customized proposals to submit with customer quotes?

This can be seen in examples such as what to expect as part of a new project kick-off process with your organization or recommended steps in maintaining your manufacturing assets to ensure maximized useful life.



For any sales organization, activities from the sales team must align with the initial needs of their audience to properly engage in a meaningful way that adds value at the right stage of the buying cycle. They must also align with the later stages of the sales process to support developing long term business relationships that will lead to happy customers with repeated new opportunities.

Emergence of Social Selling

It is worth noting here that with the emergence of [social selling](#) it is more important that ever for your sales team to have a social presence on on-line media outlets such as LinkedIn, industry trade sites and professional associations. Especially given the fact that B2B buyers are up to 70% through their buying journey before reaching out to sales, with 90% stating that online content effects their purchasing decision.

Tip: Have your marketing team use your sales teams LinkedIn profiles as an added channel for social posting of company and relevant industry related content.

Kallan Sales Development works with businesses to create and implement scalable enablement solutions that drive sales velocity, team alignment and revenue generation.

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