



Digitalization of B2B Sales Content: Companies Are Stuck in the Past

In this day and age, where digitalization increasingly influences competitiveness, how do Companies work with sales content? Has production and distribution evolved since the 1990's? How many workplaces use digitalization to gain consumer and sales insights?

In this report we share research findings, common challenges, and reflections on how digitalization can help to collect customer insights and improve sales content.

Key takeaways

Main Challenges for Marketing Professionals

- Gaining insights
- Collecting data automatically
- Aligning sales content
- Utilizing data and insights

1. Gaining Insight

Over 50% of Marketing Professionals consider themselves “mediocre” or “poor” when it comes to gaining insights on content used by sales reps.

2. Collecting Data Automatically

67% of Marketing Professionals say that their organization’s ability to collect insights from sales content automatically is “mediocre” or “poor”.

3. Aligning Sales Content

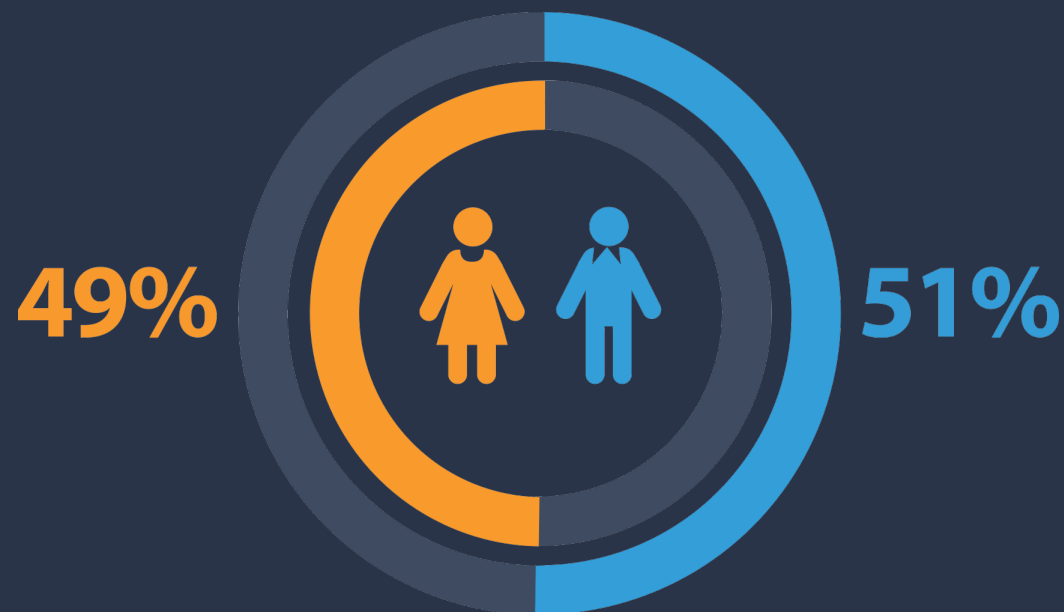
59% of Marketing Professionals rated their organization’s ability to align sales content with key stages of the sales funnel “mediocre” or “poor”.

4. Utilizing Data and Insights.

Over 75% of Marketing Professionals consider their organization’s ability to analyse performance of sales content as “mediocre” or “poor”. Only 35 % consider their ability to utilize insights to improve sales content strong.

| Who participated in the study?

- 154 Professionals, holding mid-to-senior level positions in B2B Marketing.
- The average age of participants was 39.
- Of these professionals, 49% were female and 51% were male participants.



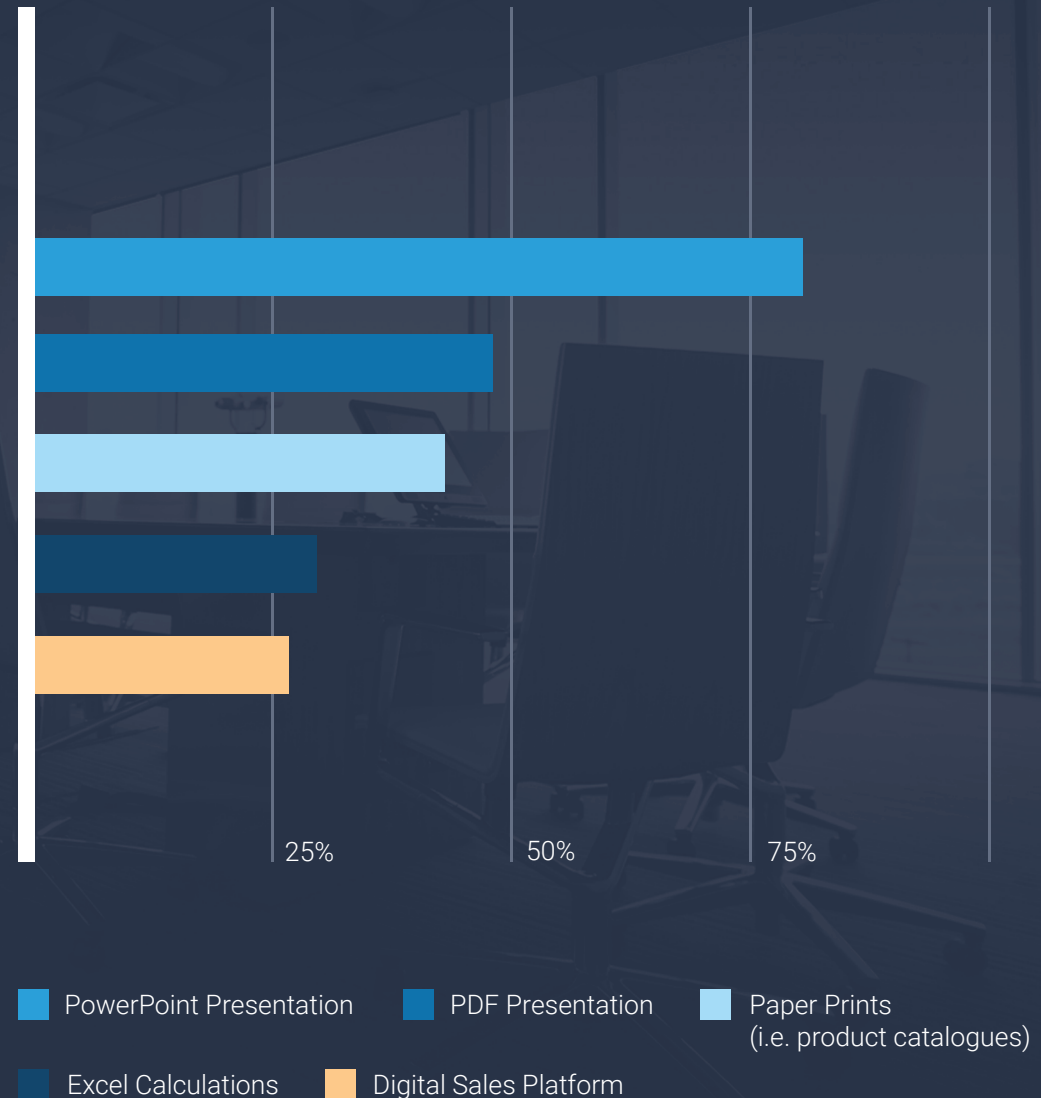
| Only 25% have taken it to the next level

What kind of content does your Sales team mainly use in sales meetings?

Content format hasn't evolved much since the 1990's, posing a challenge when it comes to harnessing the benefits of digitalization.

While traditional tools such as PowerPoint, PDF, and Paper Print are all easy to use, and generally make a presentation more interesting, none of these methods have any way of tracking the meeting, or collecting insights on content performance, seller behavior or customer interactions.

What are the risks? Simply put, traditional formats completely lack the ability to contribute to the Company's Business Intelligence and competitiveness.



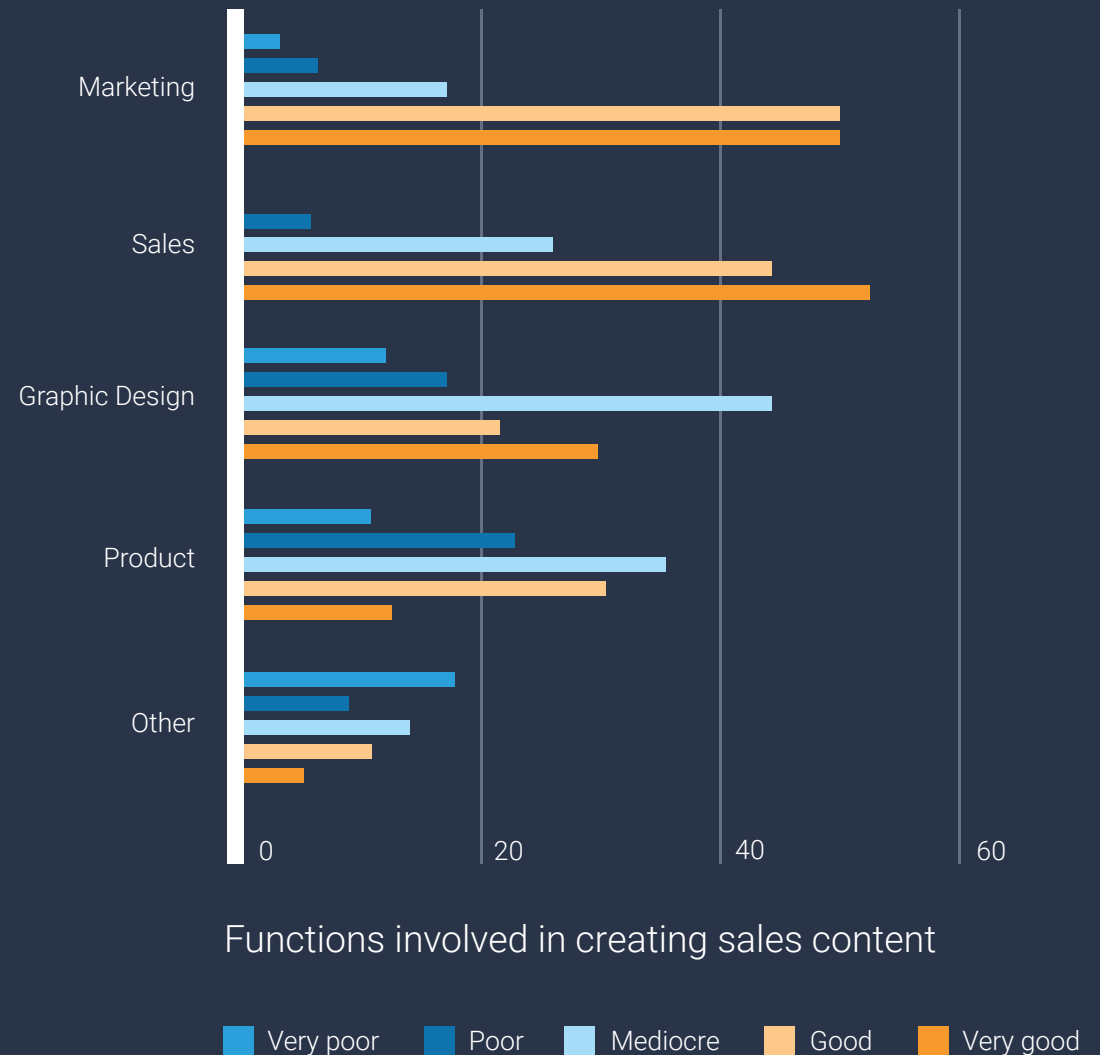
Marketing makes the majority of content

To what extent are team members involved in creating sales content?

80% of Marketing Professionals have answered that Marketing is always involved in creating sales content, but only 35% have insight into what content is actually used in sales meetings.

The vast majority of Marketing Professionals have no idea if their content is being used, or whether it actually works.

It's a challenge when Sales and Marketing isn't aligned, and as the numbers show, that it's more often than not.



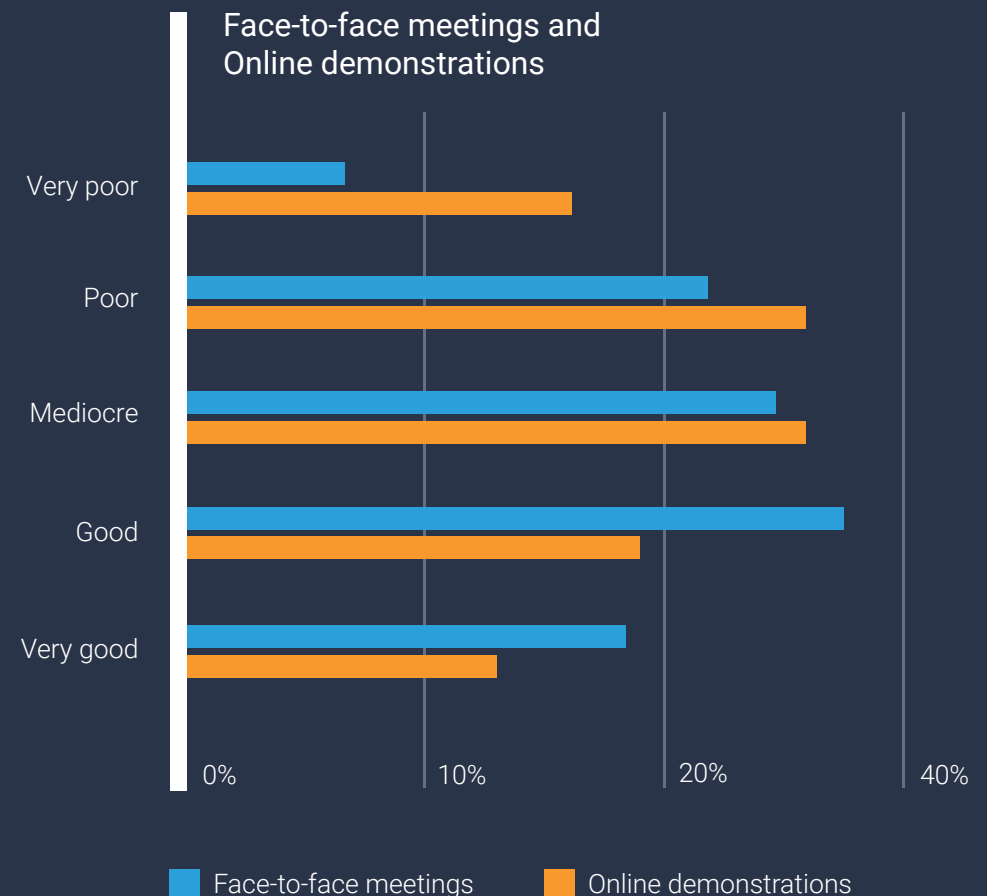
| More than 65% work in the dark

How would you rate your organization's ability to collect insights on what content Sales Reps use?

More than 65% of questioned Marketing Professionals consider their ability "mediocre" or "poor" when it comes to gaining insight into what content Sales Reps use in online meetings, and more than 50% when it comes to face-to-face meetings.

Why collect insights from sales content?

Collecting insight on what content Sales Reps use, makes it possible to figure out what the best performing Sales Rep does differently, and which content is being used most effectively.



| A lack of insights equals poor alignment

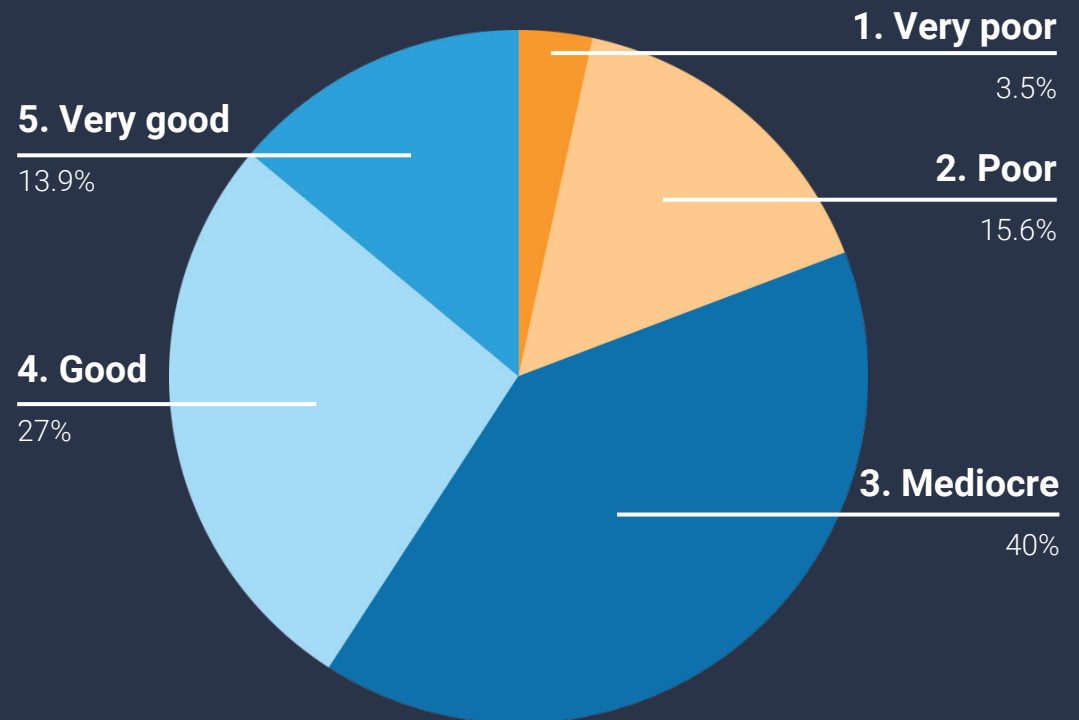
How would you rate your organization's ability to align sales content with key stages of the sales funnel or process?

Aligning sales content appears to be a challenge for Marketing Professionals. A reason for this might be the lack of insights on what and how content is being used, which in turn is only possible through digital tracking tools.

Out of the companies we asked, only 25% say they use digital tracking tools.

What are the gains?

By aligning your sales content with key stages of the sales process you ensure a better customer experience and maximize conversion rate.



59% of Marketing Professionals consider their organization's ability "mediocre" or "poor" when it comes to aligning sales content with Key Stages of the sales funnel or process.

| What content do your Prospects engage with?

How would you rate your organization's ability to collect insights on how prospects and customers engage with your sales content?

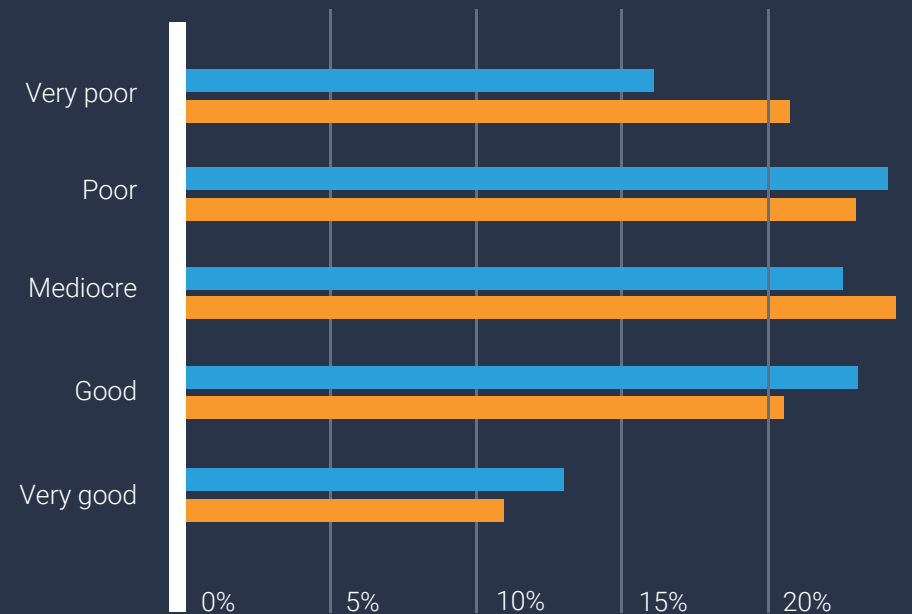
Many companies have come a long way with superficial tracking, email tracking, clicks, and overall time spent on content.

Few have taken a step further, to find out what their prospects are looking at specifically, and what part of the sales material they are paying most attention to.

Risk vs gain

Having insight on what content your prospects engage with gives you data on what information is actually important to your customers, rather than what Marketing and Sales might think or assume is important.

The number of times prospects/customers looked at your content and the time spent looking at individual parts of your sales.



- The number of times Prospects/Customers looked at content.
- The time spent looking at individual parts of your sales content.

67% of marketing professionals consider their organization's ability to collect insight on what content is engaged with "mediocre" or "poor".

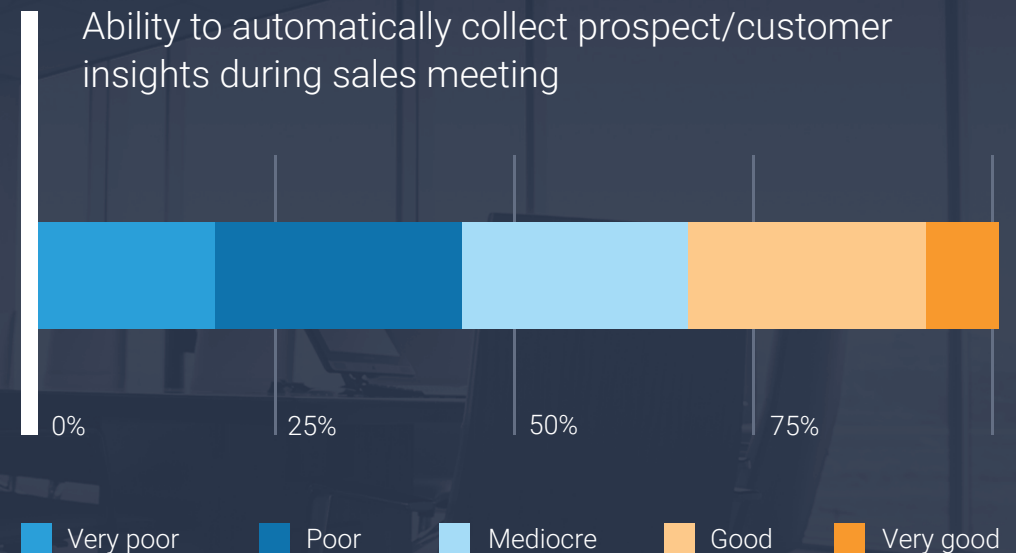
Automatically collecting insights is a challenge for most

How would you rate your organization's ability to automatically collect prospect/customer insights during sales meetings?

67% of Marketing Professionals say that their organization's ability to collect insights automatically is "mediocre" or "poor".

What are the risks?

Without the ability to collect insight on the best performing sales content, it is impossible to improve and compare what sales content actually contributes to increased sales.



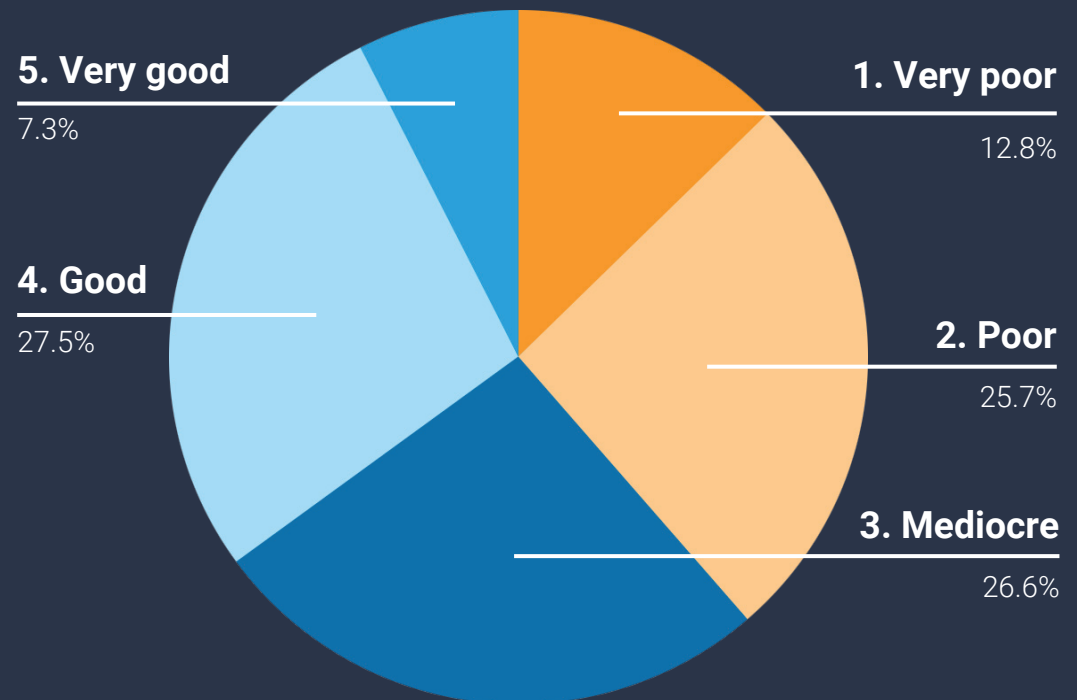
| Hurray! We gathered insights. What now?

How would you rate your organization's ability to utilize the collected insights to improve your sales content?

Only few organizations have the ability to utilize the gathered insight. Only 7.3% of Marketing Professionals say that their organization's ability to utilize collected insights is strong.

By analysing that, you can make sure Sales Reps. get the best possible content, and that the customers get the content they actually want to look at; ultimately contributing to an improved customer experience and increased sales.

Response:



B2B Marketing is stuck in the past while the future of digitalization is knocking on the door

CONCLUSIONS

1 Marketing Organizations that successfully use sales situations to automatically gain insight about customers needs, will gain a competitive advantage over the next decade.

2 Using digital tools creates transparency between departments and increases collaboration between Marketing and Sales; contributing to an overall more aligned Organization.

3 Marketing organizations that do not measure sales content performance in sales meetings risk falling behind in an increasingly competitive market.

4 B2B marketing currently lacks effective ways to gather knowledge, understand, and act on the customer needs that are being communicated to Sales.

Using a Digital Sales Platform help you become competitive by:

- Saving time on automatically collecting insights
- Knowing what content is performing, and in which ways
- Tracking on what the best performing Sales Reps. are doing differently
- Delivering a better customer experience through customer oriented content

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