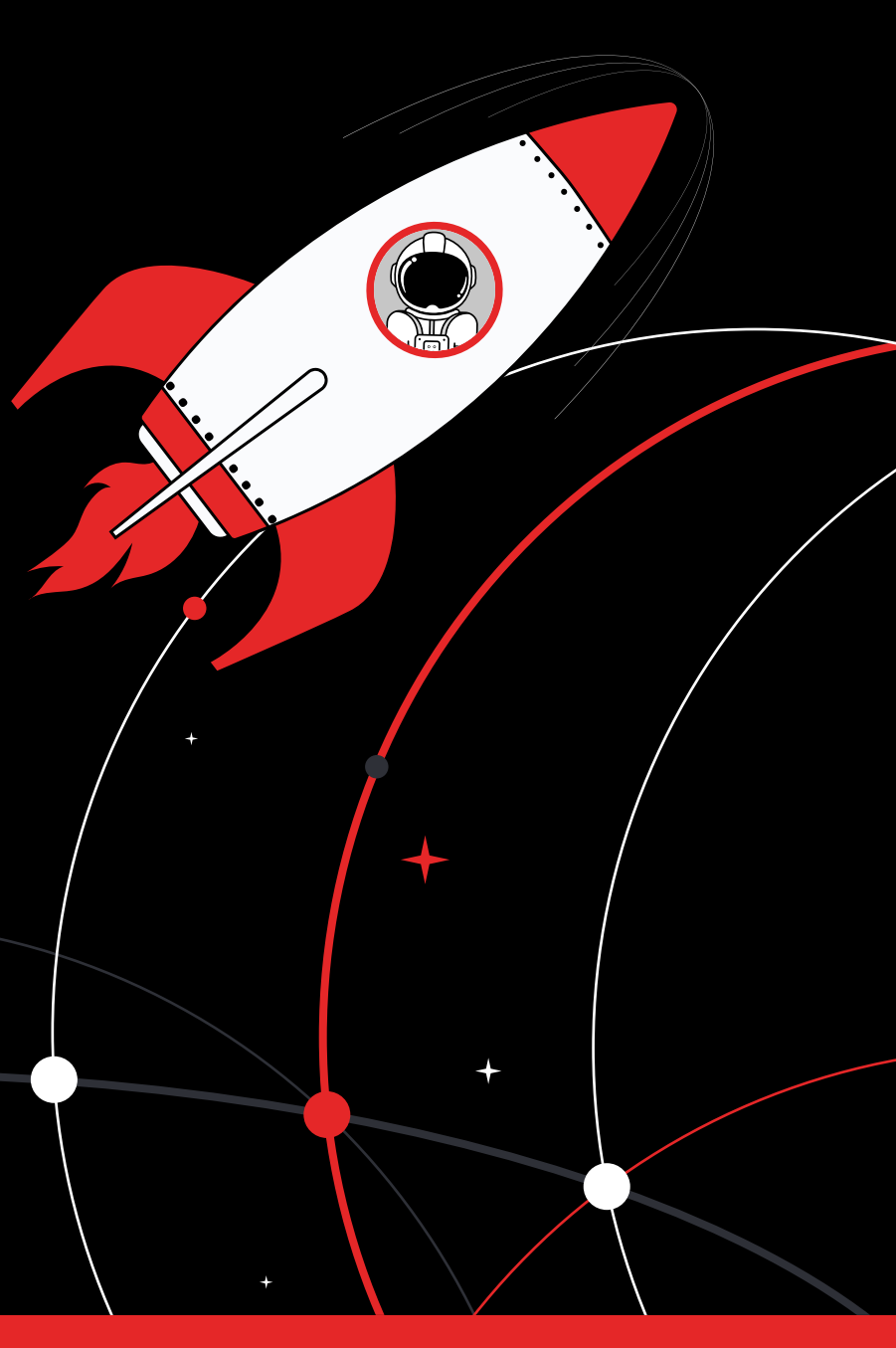
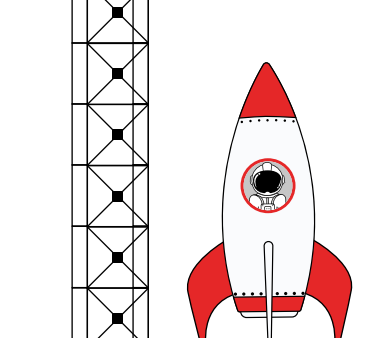


7 STRATEGIES TO DRIVE SALES ACCELERATION FOR B2B MARKETERS

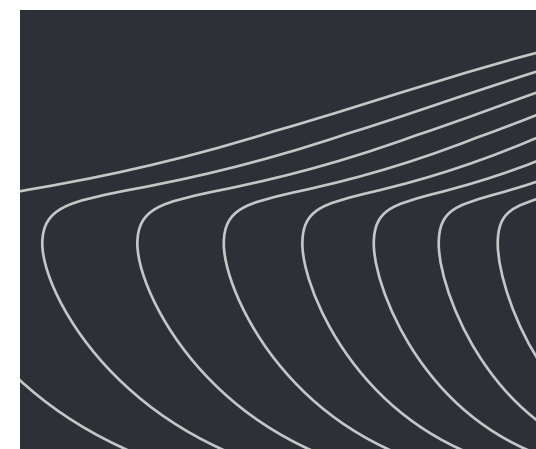


What key strategies can aid accelerating the sales process in today's B2B landscape? How can first party insights deliver best practice and prevent B2B marketers having to invest and onboard more into their existing tech stack?

Drawing on our existing first party research conducted among senior B2B marketing professionals in our Insights for Professionals (IFP) community, discover 7 tried-and-tested strategies to drive B2B sales acceleration in 2022 and beyond...



7 STEPS TO B2B SALES ACCELERATION



ONE DATA SCIENCE

Adopt a data driven approach to your marketing strategy

Leverage data science to help better understand your ICP and amplify the lead conversion process. Apply Look-a-like modelling, Intent data and Propensity modelling to minimize waste and maximize effectiveness.

The better quality your targeting, the greater your conversion rates and the faster your sales velocity will increase.

TWO ACCOUNT-BASED MARKETING (ABM)

Velocity and Penetration

Tailor messaging to key decision makers in target companies, allowing you to resonate at an even greater level.

ABM metrics that matter: Understand exactly how to further accelerate sales in your target accounts by:

- Clearly defining your revenue and non-revenue goals
- Assigning relevant KPIs
- Reporting regularly.

THREE BUSINESS DEVELOPMENT REPRESENTATIVES (BDRs)

Utilize BDRs as the **first point of contact** with prospects.

They are key to **growth** and **Sales Acceleration**, driving awareness and strategic opportunities by getting deals set up ready for SDRs to close.

Make sure they are **using all resources available** to them to tailor their customer service to the specific needs of each business.

FOUR LEAD QUALITY AND PRIORITIZATION

Focus on lead quality over quantity

Bad leads are a waste of precious time and resources that can be better utilized elsewhere, so understanding:

1. Which high-quality leads to prioritize
2. Those with the greatest propensity to convert, is key.

Nurturing and scoring leads correctly before passing them to sales is also vital to maintain a high MQL to SQL conversion rate, reducing lead rejections and keeping sales accelerating.

FIVE CONTENT THAT INTERCEPTS AND ENGAGES

Deliver the **right content** at the **right time**, across the **right channels** and in the **right formats**. Create content that is:

- Engaging
- Consistent
- Useful

This increases **trust, retention, brand credibility** and **reputation**.

Conduct a **content audit** and **map content against the customer journey** to ensure you have enough relevant content to push in front of the right people when it matters most to them.

SIX SALES AND MARKETING ALIGNMENT

Persevere with Sales and Marketing alignment and the benefits of a unified team can be great. Working coherently makes for a **highly-converting lead gen strategy**, achieved by:

- Encouraging team work
- Meeting regularly
- Setting clear responsibilities
- Maintaining communication and feedback.

SEVEN MEASUREMENT AND KEY METRICS

Measure and continue to measure!

Report regularly and transparently to gauge performance against your overarching goals.

Create a red thread on every opportunity, allowing you to establish a **single source of truth** for:

- Increased marketing efficiency
- Optimized channel and targeting strategies
- Data driven decisions.

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Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

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IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

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