

DO'S AND DON'TS WITHIN:



SEGMENT



MARKETING



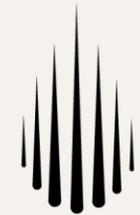
CHANNELS



PRACTICAL SALES



EXISTING CLIENTS



RADIANT

 **Contractbook**

“50% of Chief Sales Officers will shift their focus from being leaders of sellers to being leaders of selling” – Gartner 2021

So, whats the problem?

**HOW TO GET EFFICIENT B2B
SALES IN TIMES OF ECONOMIC
UNCERTAINTY FOR TECH, SAAS,
AND PROFESSIONAL SERVICES?**



DO

-  Specify ICP & vertical criteria's & disqualifiers
-  Define exact companies- & stakeholder targets
-  Include targets in all commercial systems & GTM

FOCUS AND DISQUALIFY!

DON'T

-  Go too broad: hurts your relevance & CAC

↑
"From fewer leads overall, B2B companies can experience four times more opportunities and a doubling of account engagement" - McKinsey 2022

"We've narrowed our client's segments to the extreme. This increases problem-solution-fit and number of touch-points. With these efforts we've seen a 2,1 % increase in hit-rate since October" Rune, Head of Development

DO

-  Ad 'priming' for top and bottom funnel targets
-  VP's & USP's to tap into problem-solution of trends
-  'Snack-able' demand gen- & niche market content

'PRIME' YOUR SEGMENT RELEVANCE!

DON'T

-  Focus on hard-conversion lead-generation ads

↖
On average our clients seen a price increase of hard-conversion ads on LinkedIn of 201 % in 2022

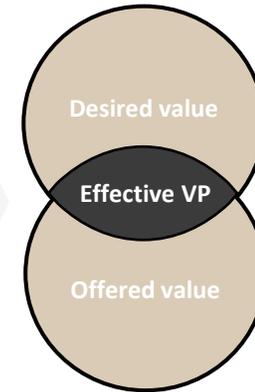
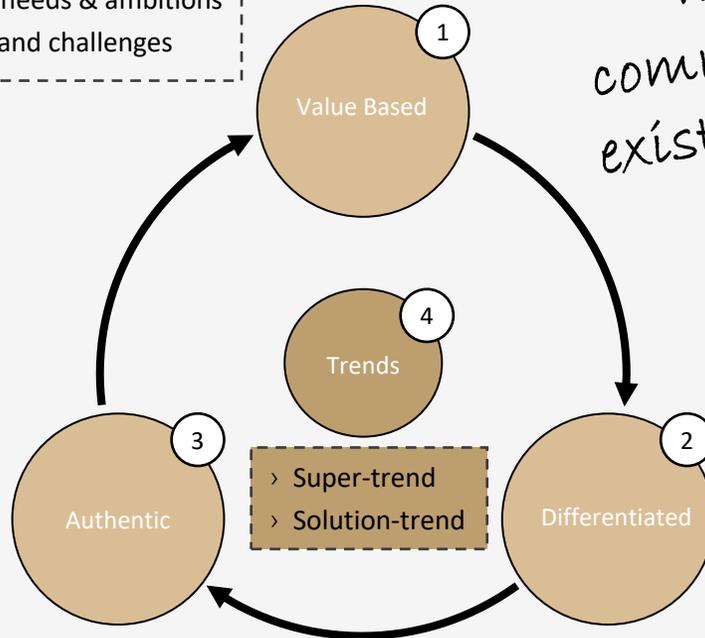
"The more personalized the marketing, the better. 5-10 % B2B revenue lift from increased content relevance and engagement" – McKinsey 2022

VP's: craft relevance in this market 1/2

That's YOUR job → **VP'S**

Not only by new services to match trends, but by communicating relevance of existing services into trends!

- › Meets customer needs & ambitions
- › Addresses pains and challenges



- › Credible
- › Trustworthy

- › Inferior Alternatives
- › Focused

CHANNELS: do's and don't's



Gartner 2022

	First time	Lower value	Higher value	Less complex	More complex
Traditional	40	32	37	31	38
Remote	30	31	30	30	31
Self-serve	30	37	33	39	31

DO

-  **Diversify channels based on complexity, stage & \$**
-  **Platform to integrate & enable omni-channel sales**
-  **Adopt Hybrid Sales: more touch-points to fewer**

ADOPT MULTIPLE CHANNELS....

↑
 "Single channel no longer works. Hybrid is the new standard. Meet your customers where they wish to meet" – McKinsey 2022

DON'T

-  **Forget about usage of in-person (physical)**

↑
 "59 percent of customers say they will buy from a supplier only if they've met in person at least once before" – McKinsey 2022

"80% of B2B Sales Interactions Between Suppliers and Buyers Will Occur in Digital Channels by 2025. Sellers must be able to use multiple, different, simultaneous digital sales channels" – Gartner 2021

Before we talk about **PRACTICAL SALES**: Let's talk about confidence



"THE SINGLE BIGGEST DRIVER OF PURCHASE LIKELIHOOD IN A B2B SALE IS THE DEGREE TO WHICH CUSTOMERS FEEL CONFIDENT ABOUT THEIR OWN DECISIONS. HOWEVER, FOR B2B CUSTOMERS DIGITAL-ONLY BUYING ACTUALLY HARMS CUSTOMER CONFIDENCE. BUILD CUSTOMER CONFIDENCE BY HELPING CUSTOMERS MAKE SENSE OF ALL THE INFORMATION THE ENCOUNTER" - GARTNER 2021

PRACTICAL SALES: do's and don't's



Gartner 2022

"I can get you a lot more information on that."

"There is a lot of information; let me help you make sense of it."

"Let me tell you what you need to know."

DO



'Sense Making' navigate to make sense & instill confidence



Pitch model: Unique, Problem, Trends, Solution, FOMO



Adopt Hybrid Selling to increase touch-points

SIMPLE, SENSE-MAKING, MULTI-TOUCH POINT SALES!

DON'T



Pitch the product, instead pitch the problem



Givar



Sense Maker



Teller

Imagine how information 'overload' and availability will increase with AI in 2023 →

"There's no shortage of quality information when making a B2B buying decision. Too much good information has negative impacts. The imperative for sales is to help customers navigate and make sense of it." – Gartner 2022

5-POINT PITCH MODEL

01 Unique

02 Problem

03 Trends

04 Solution

05 FOMO

*Add differentiation
in competitive and
generic markets*

- *"Hi Joakim. I've noticed Radiant's continuous growth last year with 35 % revenue Growth, Gazelle award, expansion into SE, and hiring of 8 new FTE's*
- *Our experience is that such growth creates administrative challenges for employee-, client-, and supplier contracts and therefore:*
- *Increases client churn and miss out on the possibility to re-negotiate contracts, which means less revenue and higher costs – an unfortunate consequence in this market!*
- *But, it's avoidable with Contractbook: streamline every step from contract creation to post-signature handoffs with easy, intergratable usage and automatically notification of changes and renewals, so Radiant wont miss a win, a re-negotiation, or a talent.*
- *Other consultancies like Valcon and Implement have just started utilizing Contractbook for effective contract management and improved cost-efficiency"*

EXISTING CLIENTS: do's and don't's



DO

"Prioritize sales to the happiest existing clients with a 'softer touch' and approach - act as a 'Trusted Advisor'" - Joakim Steenfos, Radiant

-  Adopt same commercial platform as newbizz
-  Structure and monitor client behavior & readiness
-  Adjust pitch to FOMO, trends, 'how', and 'who'

**INCLUDE EXISTING CLIENTS
IN NEWBIZZ METHODS!**

"We experience 24-37 % better total ROI in net-new ARR revenue generated for those of our clients that allow us to engage with existing in their commercial platform for cross- and up-selling" - Joakim Steenfos, Co-Founder, Radiant

DON'T

-  Separate existing client & newbizz data

"It's 3 times more cost-efficient selling to existing clients than new clients" - Forbes, 2019