



INTERVIEW WITH

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## B2B Customer Acquisition: The role of human engagement in a world of digital-first enterprise marketing

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### How has the balance between sales and marketing changed in recent years?

Businesses have always had to adapt their sales and marketing strategies to meet buyers where they are. In recent years, this has meant marketing taking on more of the sales process by developing a richer online presence, creating valuable content and investing in technologies that allow the business to reach prospective customers online. A successful digital marketing approach requires a deep understanding of your target customers. In particular, where do they spend time online and what types of content do they consume? With this insight you can create valuable content for them with confidence that they are likely to find it.

If you are an enterprise business, then you will also need to consider how human engagement can be utilized in buying journeys. Prospects will undertake a large amount of research by themselves now, but still need the consultative approach of a sales representative when making larger purchases. This interaction is crucial for prospects to make sure that they are getting the right services at the right price. As we continue to emerge from the global pandemic, it is clear to see the demand for human interaction and experiences returning.

### What impact has the global pandemic had on sales reps?

As a result of the global pandemic, remote and hybrid working is now considered the norm across the world. The very best sales representatives have adapted their approach to better fit this new world. Because just like people now expect to complete their work in a way and location that suits them personally, they also expect to be able to make purchases in the way that suits them best. Sales representatives need to have the flexibility to switch between virtual and physical meetings as required, because demand for both options is now strong. Alongside this, sales representatives need to have the confidence and patience to not push all the time. Buyers want to digest research and proposals in their own time, which has transformed the role of sales reps from 'pushers' into more strategic and consultative advisors.

### How should businesses engage with millennial buyers?

Millennials don't want to be sold to, particularly when directly approached by a sales representative. Instead, they want partnerships that bring them information and insight, and ultimately put them in control of how the buying journey progresses. If you can add value to the life of your prospects without attempting to hard sell, then your authenticity and credibility will significantly improve. Although your sales representatives may not be selling as directly anymore, they still have a crucial responsibility in building partnerships with prospective customers. Marketing and sales teams should collaborate so that the sales representatives have plenty of value-led content to share online. For sales reps to really connect with potential customers, the content needs to address their pain points directly and work them through into a solution. If you can achieve this, then you will win a heck of a lot more business!