



Product Marketing Community

PRODUCT MARKETING COMMUNITY.COM

@PRDMKTGCOMM

- FOR PRODUCT MARKETERS, BY PRODUCT MARKETERS!
- EMPOWERING PRODUCT MARKETERS TO BE ARCHITECTS OF GROWTH

USE BUYER ENABLEMENT TO INCREASE

SALES CONVERSIONS

- PROBLEM IDENTIFICATION
- SOLUTION EXPLORATION
- REQUIREMENTS BUILDING
- SUPPLIER SELECTION
- VALIDATION
- CONSENSUS CREATION

COMPLEX & NON LINEAR BUYING JOURNEY



- OUR SPEAKERS
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  - FRED STUDER
  - ROWAN NORONHA

5.10.19

GO #SLIDELESS @KingmanInk

# Use Buyer Enablement to Increase Sales Conversion

Michele Buckley  
Research Director

**What market trends  
are impacting sales  
effectiveness?**

# Today's Buying Reality

**6-10**

Average  
Buying Group  
Size

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**4.5**

Information  
Sources  
Stakeholder

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**15%**

Time Spent  
De-conflicting  
Information

# Today's Buying Reality

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Average  
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**4.5**

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Sources  
Stakeholder

**15%**

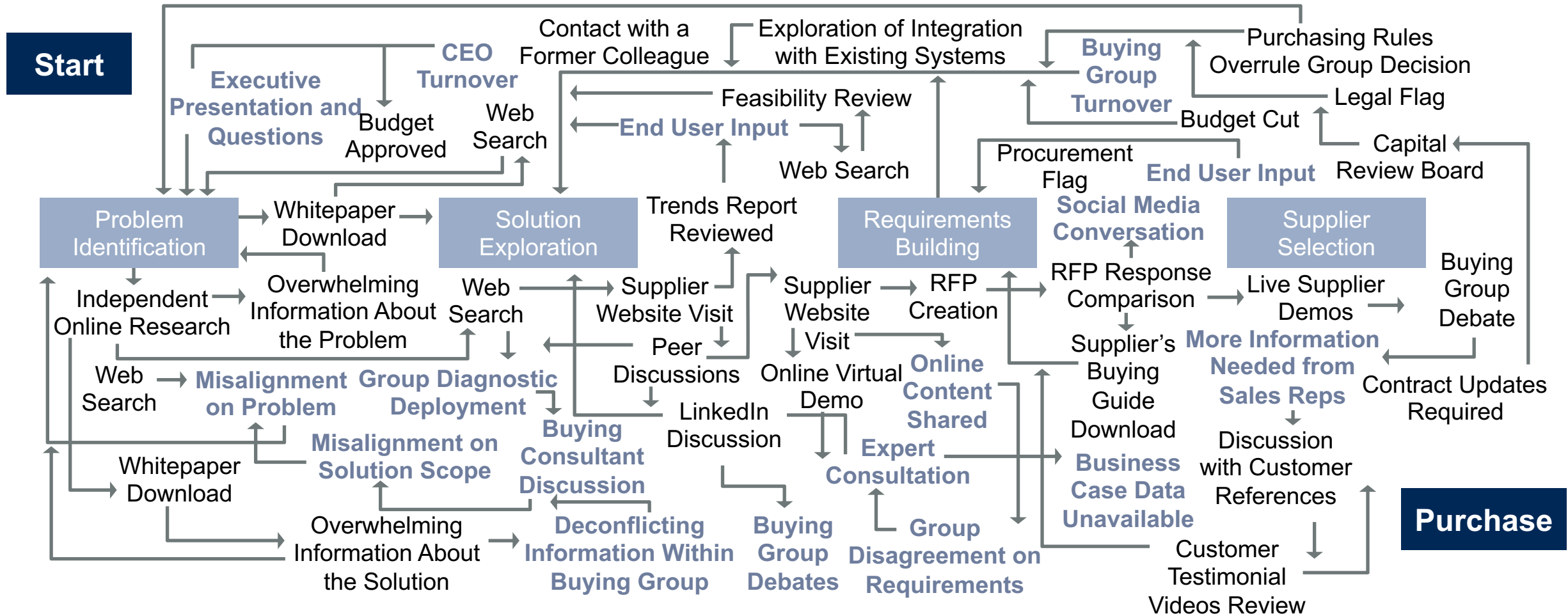
Time Spent  
De-conflicting  
Information

**77%**

Buyers Reporting  
High Purchase  
Difficulty

# A Long, Hard Slog

## Illustrative B2B Buying Journey

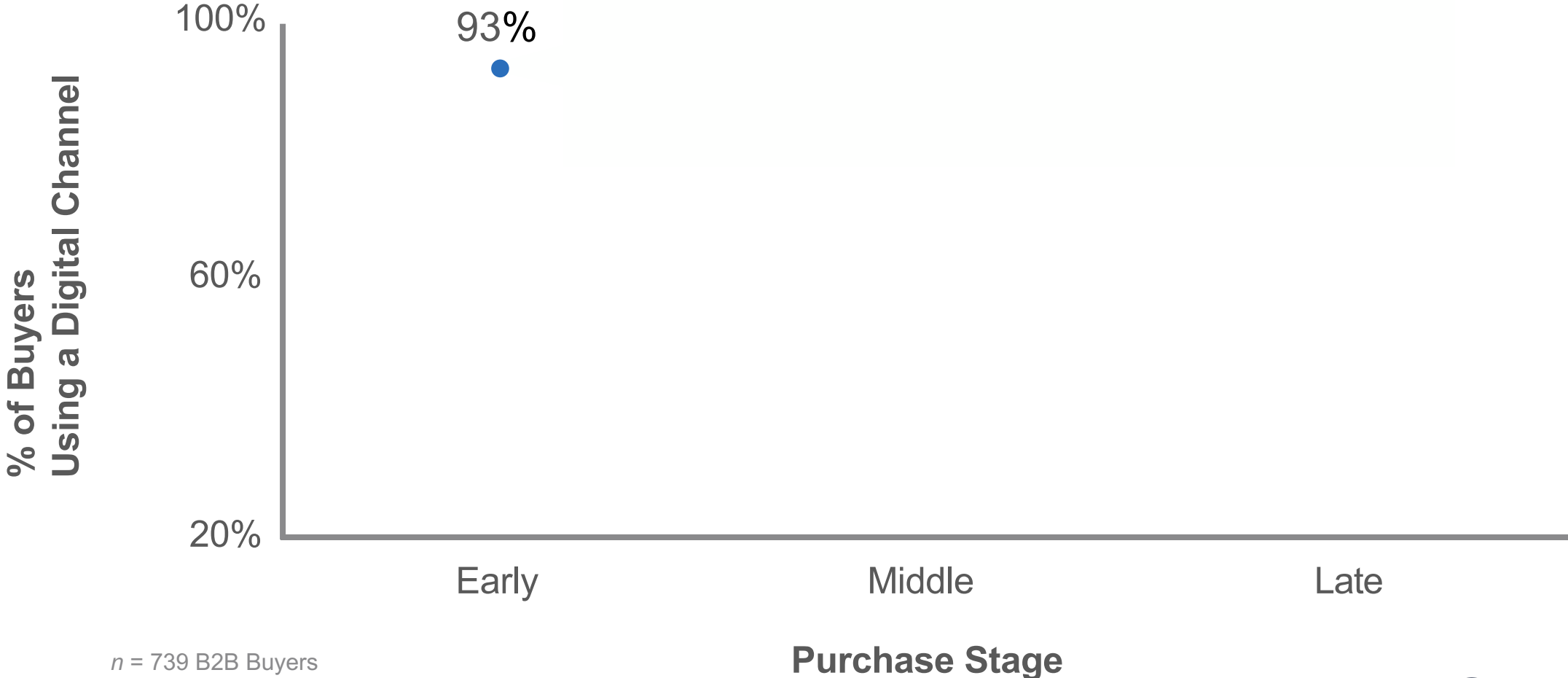


Source: Gartner



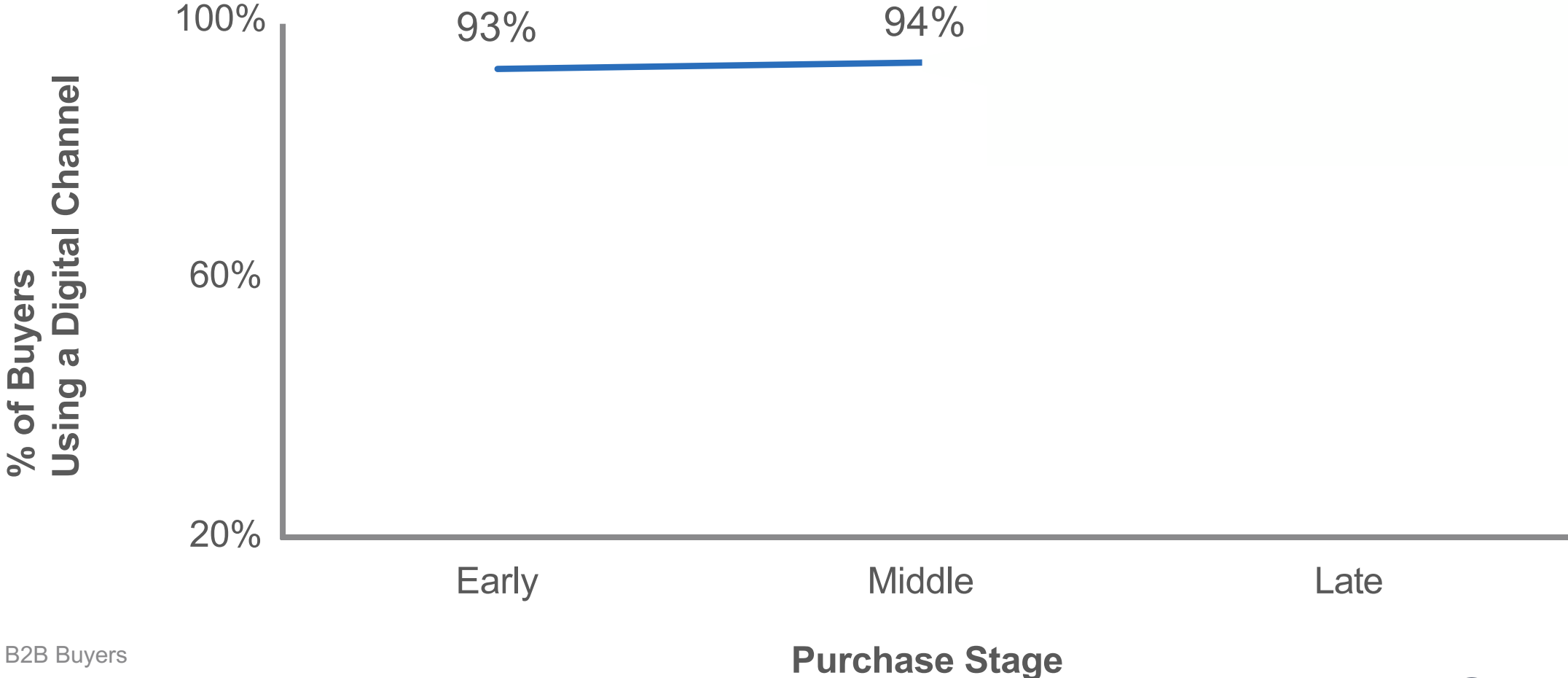
# DIGITAL UP FRONT

## B2B Buyer Use of Digital Sources throughout the Buying Journey



# DIGITAL IN THE MIDDLE

## B2B Buyer Use of Digital Sources throughout the Buying Journey

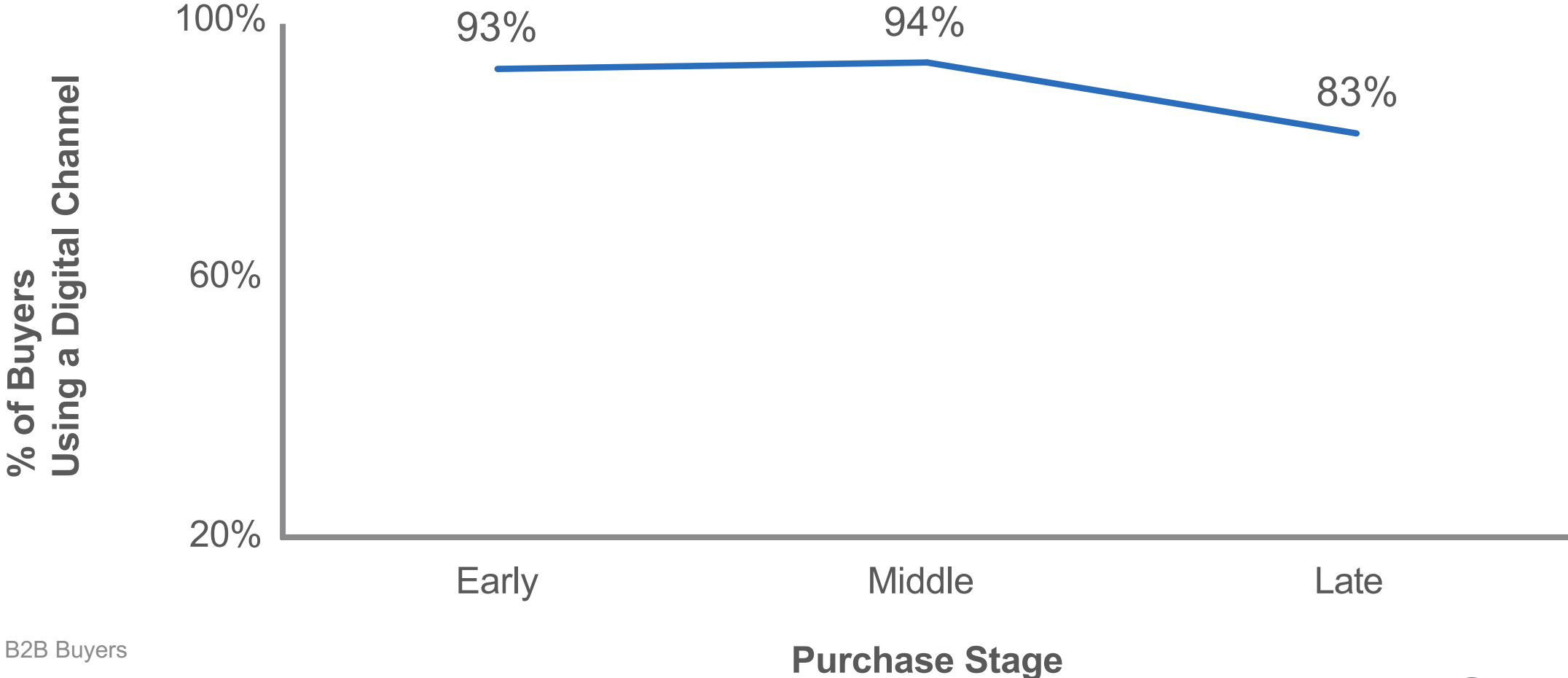


n = 739 B2B Buyers



# DIGITAL ALL THE TIME

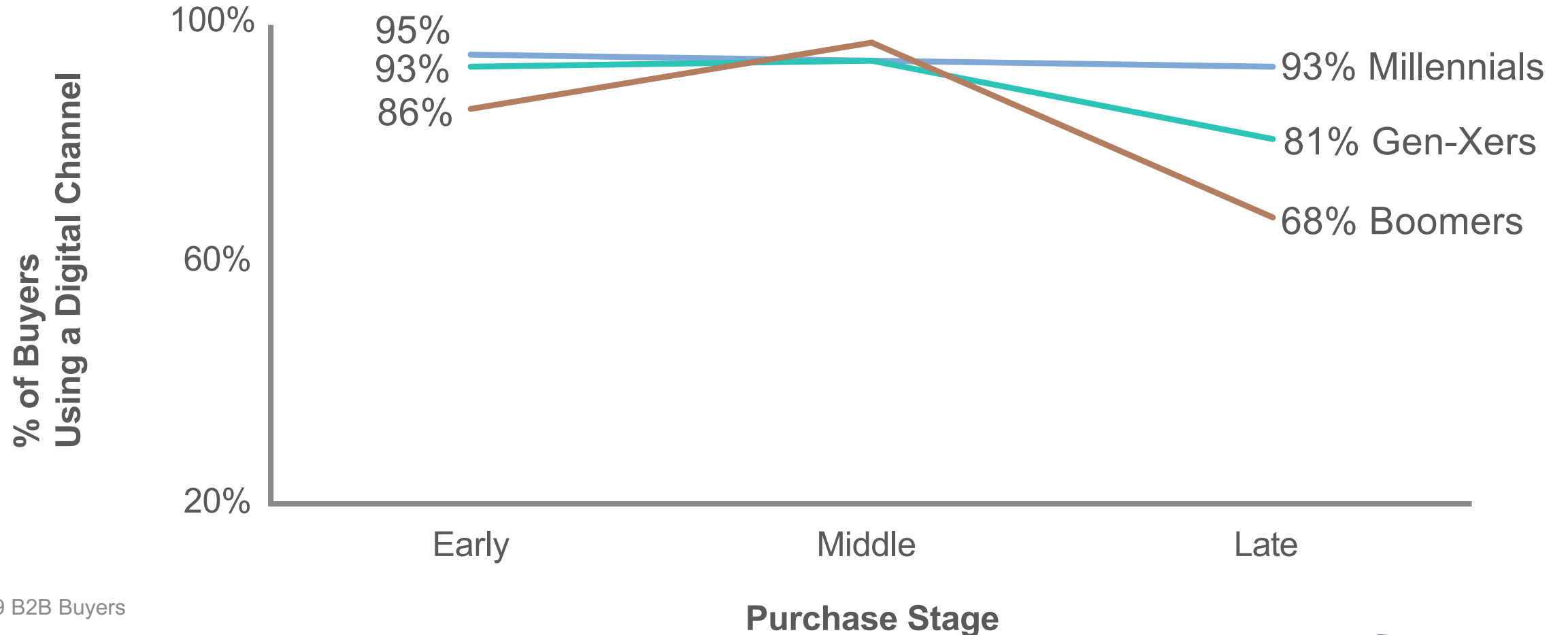
## B2B Buyer Use of Digital Sources throughout the Buying Journey



n = 739 B2B Buyers

# ACROSS GENERATIONS

## B2B Buyer Use of Digital Sources throughout the Buying Journey



n = 739 B2B Buyers

**How can  
Product Marketers  
advance customers  
through a purchase?**



## Buyer Enablement

The provision of information that supports the **completion** of critical **buying jobs**.



## Buyer Enablement



Digital



Sales

Sellers who connect buyers to the right information are more effective than sellers who advise based on expertise.

# Two Kinds of Buyer Enablement



## Completing Tasks

Provides an easier means to complete an otherwise complex task/job



## Redirecting Thinking

Prompts productive examination of otherwise overlooked questions or considerations



# Marketo's Business Case Builder

## Developing a Business Case for Marketing Automation

Sales organizations are now competing in a new world, where the buyer has more control than ever. Effective marketing programs that nurture the customer, score leads, and measure results are quickly becoming table stakes in almost every industry. That's where marketing automation comes in.

But when it comes time to make the case for marketing automation, simple ROI tools aren't going to do the trick. Most ROI tools assume you've got people and process nailed down, so you'll simply need to optimize your funnel and gently tweak MQL, SAL, and SQL. We've learned that to prove marketing automation's necessity, you need to do more than calculate conversion rates.

In this whitepaper, you'll learn how to demonstrate the case for marketing automation to your executive team. We'll help you build a solid business case with detailed explanations, metrics, and examples.

### Download this whitepaper to learn how to:

- Achieve organizational alignment to prepare your company for marketing automation
- Quantify the benefits of marketing automation for your organization
- Accurately predict improvements to revenue
- Present a clear, concise business case to your executive team



**First Name: \***

**Last Name: \***

**Email: \***

**Job Title: \***

Select...

**Company Name: \***

**Country: \***

United States

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Is your MarTech stack strong enough to help you reach your marketing goals this year?



# AWS Pricing Calculator

## AWS Pricing Calculator

Estimate the cost for your architecture solution.

Configure a cost estimate that fits your unique business or personal needs with AWS products and services.

### Create an estimate

Start your estimate with no commitment, and explore AWS services and pricing for your architecture needs.

[Create estimate](#)

### Getting started

[What is the AWS Pricing Calculator?](#)

[Getting started](#)

[Generating estimates](#)

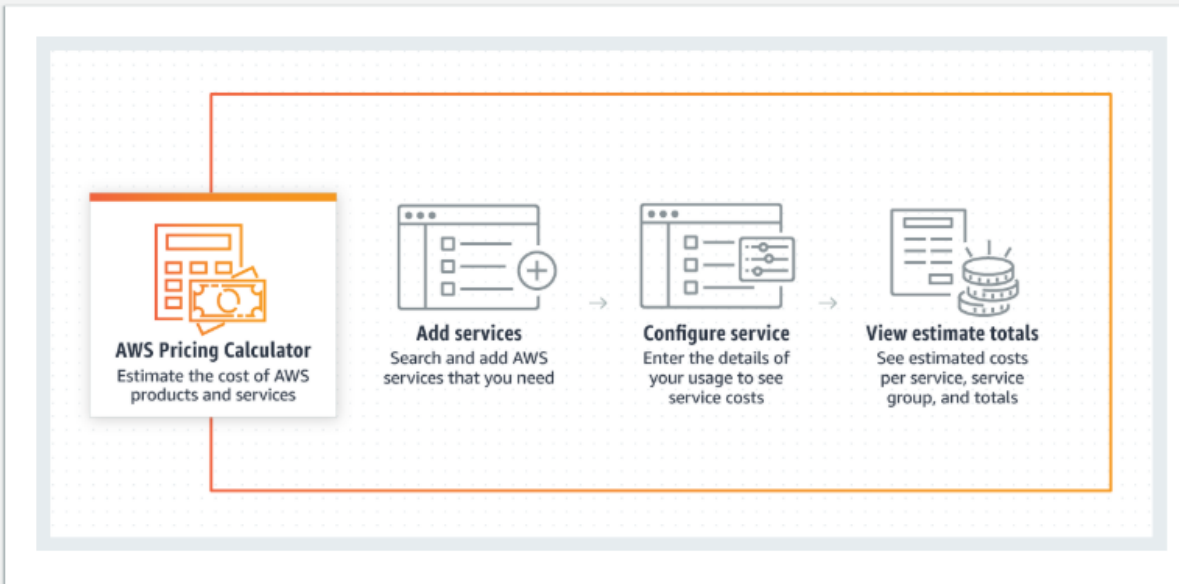
### More resources

[User guide](#)

[FAQs](#)

[Pricing assumptions and variations](#)

## How it works



## Can Your Wellness Incentives Vendor Support All Your Needs?

Can your vendor provide complete program support?

- Integrated health assessment
- Integrated lifestyle improvement, condition management, and disease management programs
- Integrated health coaching
- Personal health record
- Trackers for biometric data (e.g., blood pressure)
- Support for spouses and dependents

Does your vendor meet your needs for program flexibility and configurability?

- Points-based
- Action-based
- Combination points
- Supports outcomes-based requirements
- Allows flexibility for outcomes-based metrics requirements and progress against goals
- Can import data from offline activities

Can your vendor meet your rewards fulfillment requirements?

- Vendor agnostic
- Payroll interface
- HSA custodial banks
- FSAs
- TPAs
- Prepaid cards

How straightforward is the interface for both individuals and program managers?

- Online and phone support
- Single interface for individuals
- Dashboard for managers
- Offers engagement services
- Integrated messaging platform
- Support for mobile interface for users
- Sophisticated, 24/7 access to reports

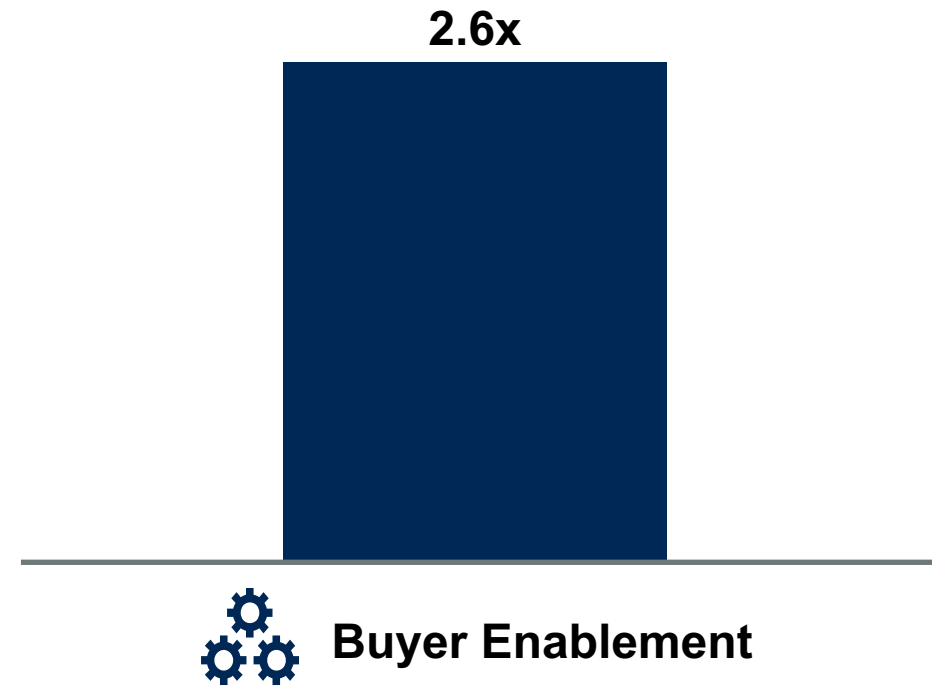
# Recommendations

- Ease the buyer purchase process by providing buyers with either prescriptive advice or practical support.
- Repurpose pre-existing sources of buyer enablement content from other functions (i.e. sales, support or customer success).
- Allow customers to self-serve a consistent set of enablement resources across direct sales interactions and digital information channels.

# Buyers Reward Vendors that Make Buying Easier

- Vendors that provide customers with guidance increase are 2.6 times more likely of winning the project where the customer
  - 1) did not settle for less ambitious solution
  - 2) purchased a premium offering relative to the base offering
  - 3) does not feel that purchased offering is failing to meet expectations

Source:  
CEB 2018 B2B Buyer Survey  
n = 942 B2B Buyers.



# Resources

- Marketing's Role in Buyer Enablement
  - <https://www.gartner.com/smarterwithgartner/marketings-role-in-buyer-enablement/>
- Rebalance B2B Content Marketing for Buyer Enablement
  - <https://www.gartner.com/smarterwithgartner/rebalance-b2b-content-marketing-for-buyer-enablement/>
- The Marketer's Checklist to Get Buyer Enablement Content Right
  - <https://www.gartner.com/smarterwithgartner/the-marketers-checklist-to-get-buyer-enablement-content-right/>
- 10 Questions to Get Buyer Enablement Content Right
  - <https://www.gartner.com/smarterwithgartner/10-questions-to-get-buyer-enablement-content-right/>

# Contribute to the Product Marketing Community

- **Answer 12 questions in the 2019 Product Marketing Survey**
  - <http://bit.ly/2019PMCSurvey>
- **Please share with us:**
  - How you are investing time amongst the many demands you face
  - Areas you want to spend more and less time on
  - Content you want in future PMC events and newsletters

# Questions to Get You Started

- Who are 3-4 key stakeholders typically involved in the purchase of one of your solutions?
- What are their top concerns, questions, or objections within each buying job?
- What tool or content do you currently have to address each of those concerns or questions?



# 2019 Product Marketing Survey

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