



# EXPERIENCE MAKERS LIVE





# Close THEN Convince: Perfecting the Digital Sales Cycle

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## Close First, Convince Later.

According to Gartner, 60% of B2B prospects have already made a decision BEFORE they ever reach out to your company. Talking to a sales rep is often their *last* step.

“

THE MODERN B2B BUYER IS ALREADY 60% THROUGH THE BUYING PROCESS BEFORE THEY EVEN REACH OUT TO YOUR COMPANY.”

GARTNER

**Social Media is Simply an Abbreviation for "The Current State of the Internet."**

**84% of CEOs and VPs use social media to make purchasing decisions. (Source IDC)**



## You Already Have a Brand. Is it by Default or by Design?

Your business has a brand. It goes beyond your logo and your tagline. It's your reputation and it is precisely what precedes you. It's what your prospects find when they Google you, and what is said when you aren't in the room. Even if you've never architected your brand, it has been done for you. Every single individual and company today has a brand. The only question is this: was it by default or by design?



# Alignment Beats Attention.

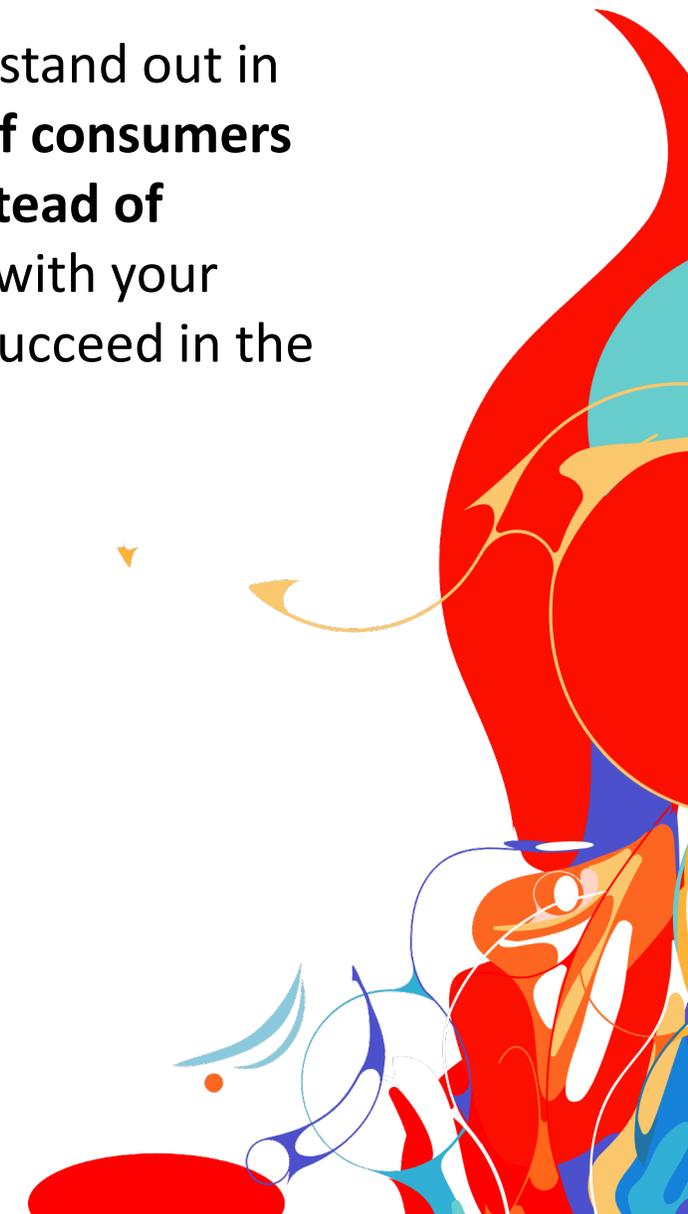
Attention has been touted as the solution to all marketing ails. How do you stand out in the noisy digital age? Get Attention! But, that's not quite the answer. **63% of consumers think marketing wastes time trying to force prospects to pay attention instead of making them want to pay attention.** Forget about attention. Instead, align with your buyer's goals, needs, and desires. The key for any b2b company looking to succeed in the digital age is to look beyond attention to the 3 Rs to achieve alignment.

- Establishing *Relevance*
- Gaining *Respect*
- Building Solid Business *Relationships*



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Attention out of context is simply SPAM.



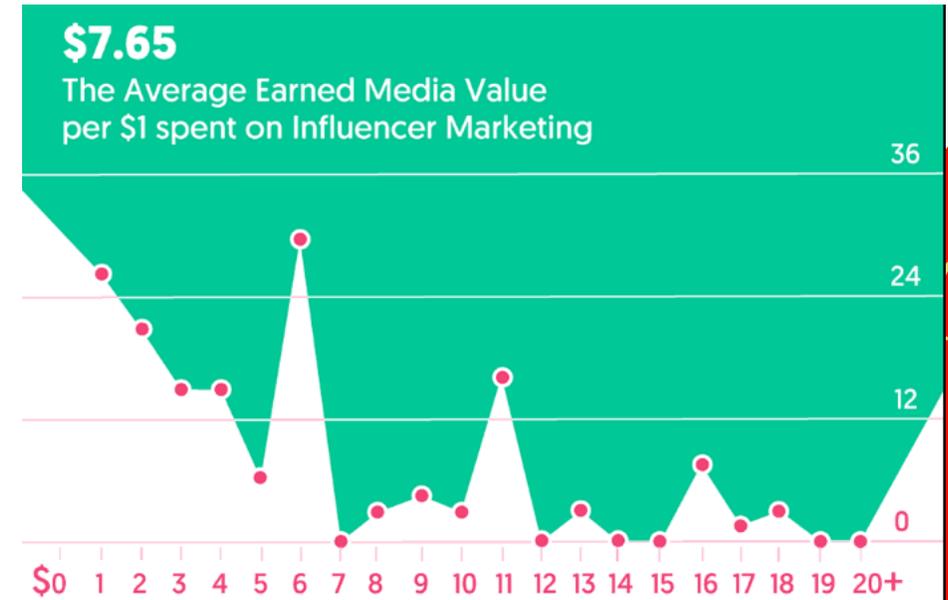
## The B in B2B Doesn't Stand for Boring.

Save the consistency and dependability for your products and services, not your marketing. Marketing today needs to stand out. Not in an obnoxious way but in a way that's relevant and memorable, and **boring is not memorable.**



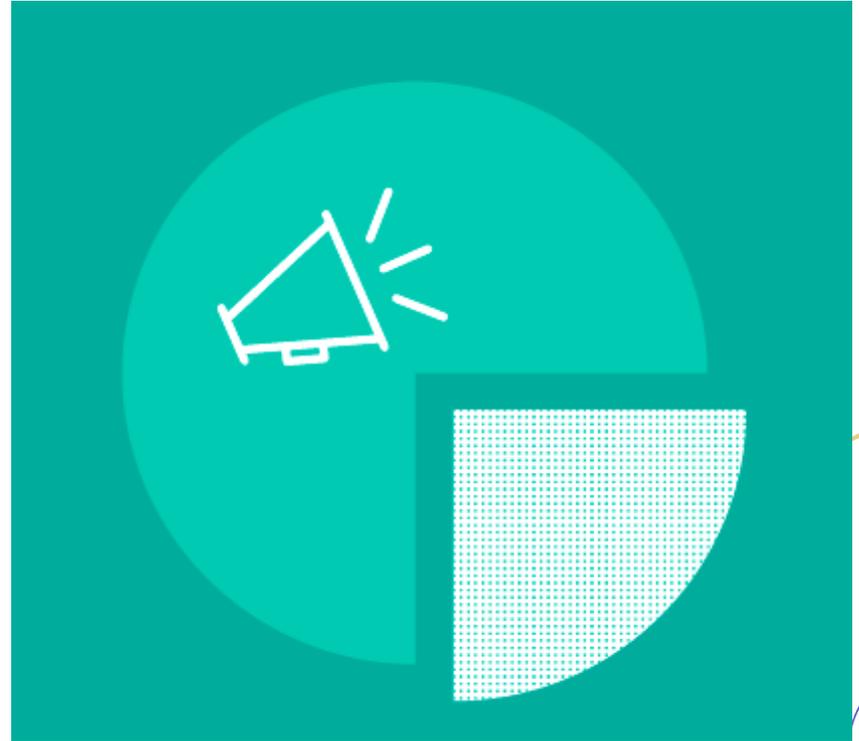
# Evangelism is the New Sales Methodology. Who Are Your Disciples?

Think influencer marketing is just for b2c companies? Think again. Peer to peer recommendations are the lifeblood of b2b companies.



## The Higher Your Share of Voice, The Higher Your Market Share.

*Share of Voice (SOV)* is a measure of the market your brand owns compared to your competitors. What percentage of the overall digital space is yours?

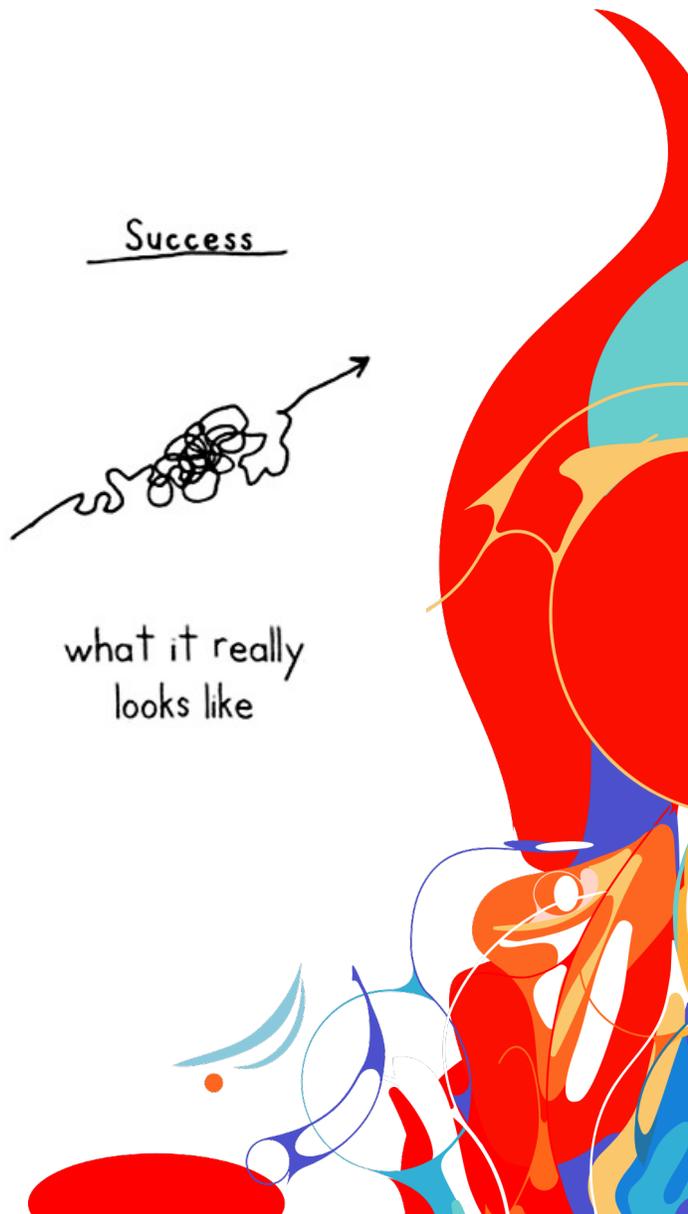
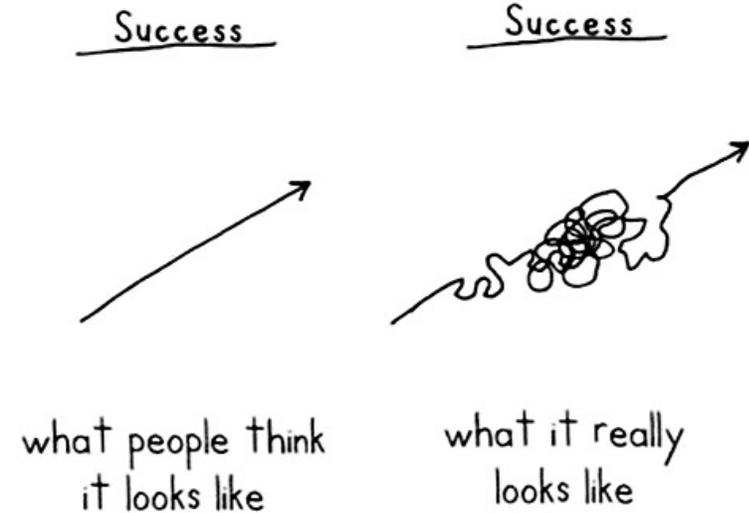


## Business Isn't Won By The Best.

It's won by the one that's  
PERCEIVED to be the best.

Perception is reality.

**55% of buyers are EVEN  
willing to pay more if they  
THINK they will have a better  
experience.**



## RECAP – 7 Principles of Close THEN Convince

1. Social Media = Current State of the Internet.
2. You Already Have a Brand. Default or Design?
3. Alignment Beats Attention.
4. The B in B2B Doesn't Stand for Boring.
5. Evangelism is the News Sales Methodology.
6. The Higher Your Share of Voice, The Higher Your Market Share
7. Business Isn't Won by the Best.

For More Principles, Visit: <https://zenmedia.com/resources/b2b-marketing-manifesto/>



