

# It's Time to Rethink Sales.

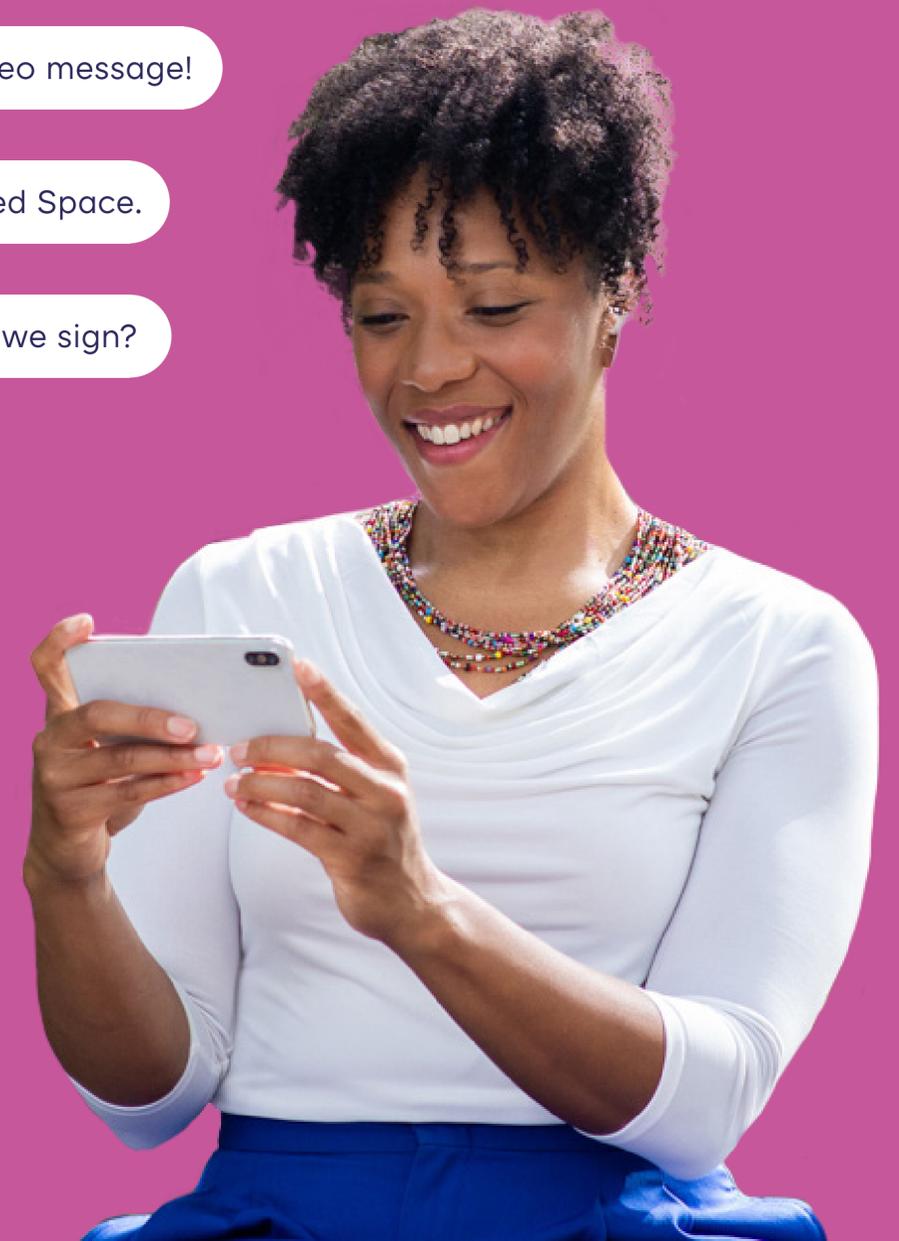
Here's How.



 Let's send them a video message!

 Added video to Shared Space.

 Approved. Where do we sign?



# Introduction

Think about your last experience as a buyer making a big purchase or investment.

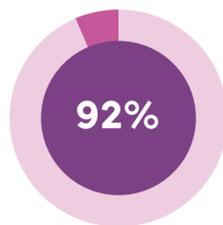
You likely conducted research online, carefully evaluating reviews, buying guides, video overviews, and product details before you even started chatting with the company. How much of that information was readily available to you? Did you find yourself more likely to read a long article or watch a quick video? Were you able to find answers to your questions quickly?

The digital age has changed expectations around business purchases. Today's B2B buyers are savvier, more informed, and time-constrained, and they often want to complete the sales journey on their own time in ways that meet their digital, asynchronous expectations.

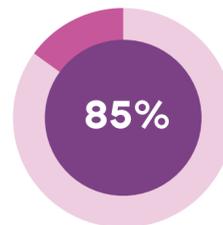
At the same time, we're facing an entirely new reality as sellers. We asked sales and marketing professionals from over 400 B2B organizations what Modern Selling looks like since COVID.

[92 percent think](#) remote workforces will remain the norm, with 85 percent saying they expect leaner teams and fewer resources. It begs the question: how can businesses effectively prepare revenue-facing teams within this new reality?

## What Modern Selling looks like since COVID



think that remote workforces will remain the norm



expect leaner teams and fewer resources to remain

**It's time to rethink sales, together.** To help, we've boiled down modern sales into the four tenets that will make for a better buying and selling experience.

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## PART 1

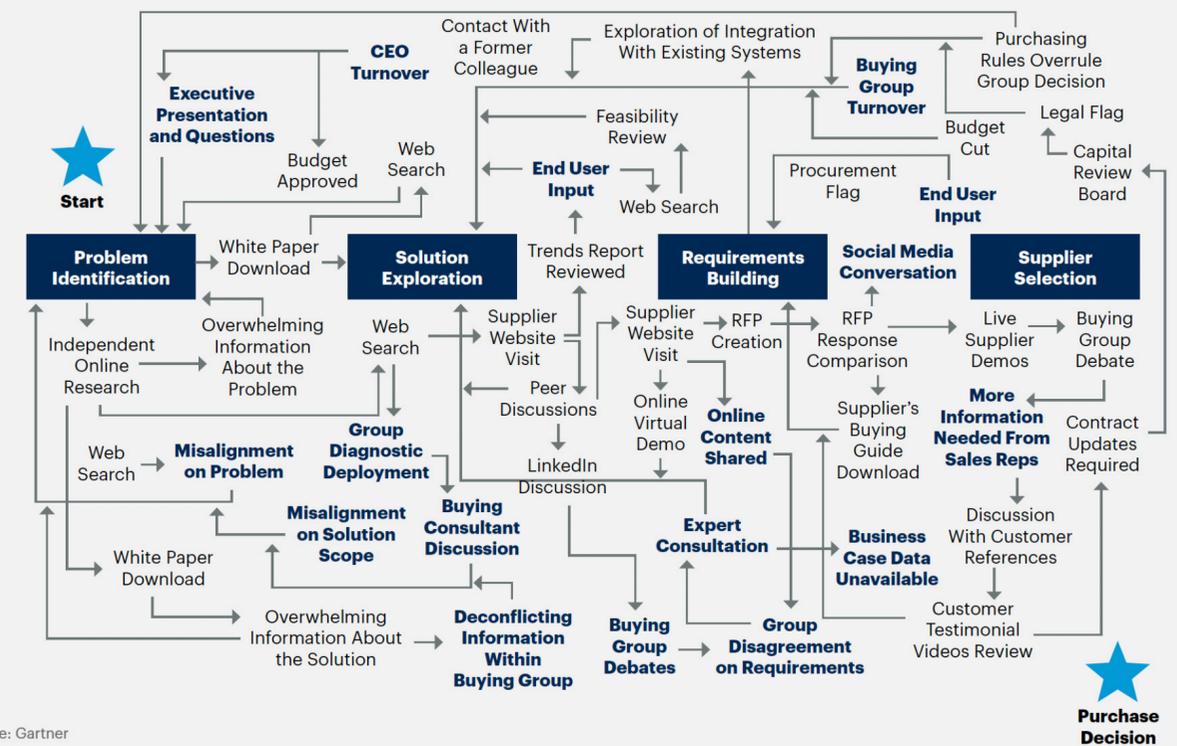
# Why Modern Selling is harder than ever

[A post-pandemic survey by McKinsey](#) showed that two-thirds of buyers and sellers prefer digital self-service over speaking with a rep. That's not all bad news for sellers—it just means they need to be smart and creative about how they engage with buyers.

The buyer's journey today looks more like a maze than a funnel. Modern Selling isn't about moving prospects down a funnel—it's about guiding them through that maze.

[Gartner's modern B2B buying journey](#) meanders through a dizzying loop of content and points of contact across four key stages.

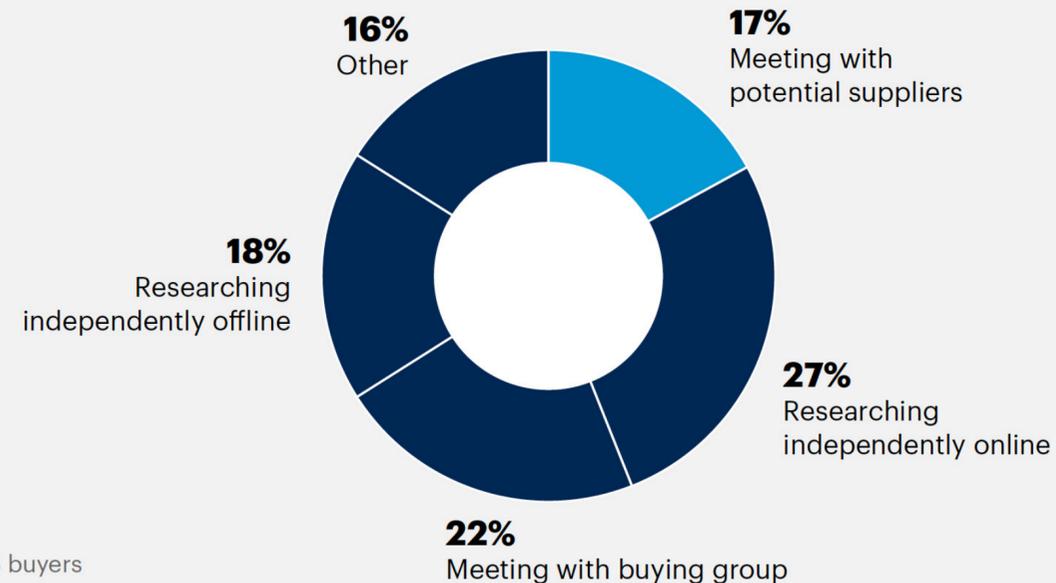
## B2B buying journey Illustrative



Source: [Gartner](#), 5 Ways the Future of B2B Buying Will Rewrite the Rules of Effective Selling

Busy buying groups spend two-thirds of their time doing independent research and meeting internally. The buying group spends just 17 percent of their time meeting with potential suppliers. That doesn't give sellers much room to make an impact on buying decisions.

## Distribution of buying groups' time by key buying activities



n = 750 B2B buyers  
Source: 2017 Gartner Digital B2B Buyer Survey

Source: [Gartner](#), 5 Ways the Future of B2B Buying Will Rewrite the Rules of Effective Selling

A typical buying group has six to 10 decision-makers. Members gather to discuss the new solution, each armed with multiple pieces of information. This adds even more complexity to an already complex process, slowing down decision-making.

It's our job as sellers to streamline the tangled process, starting with how buyers access, consume, and share information.

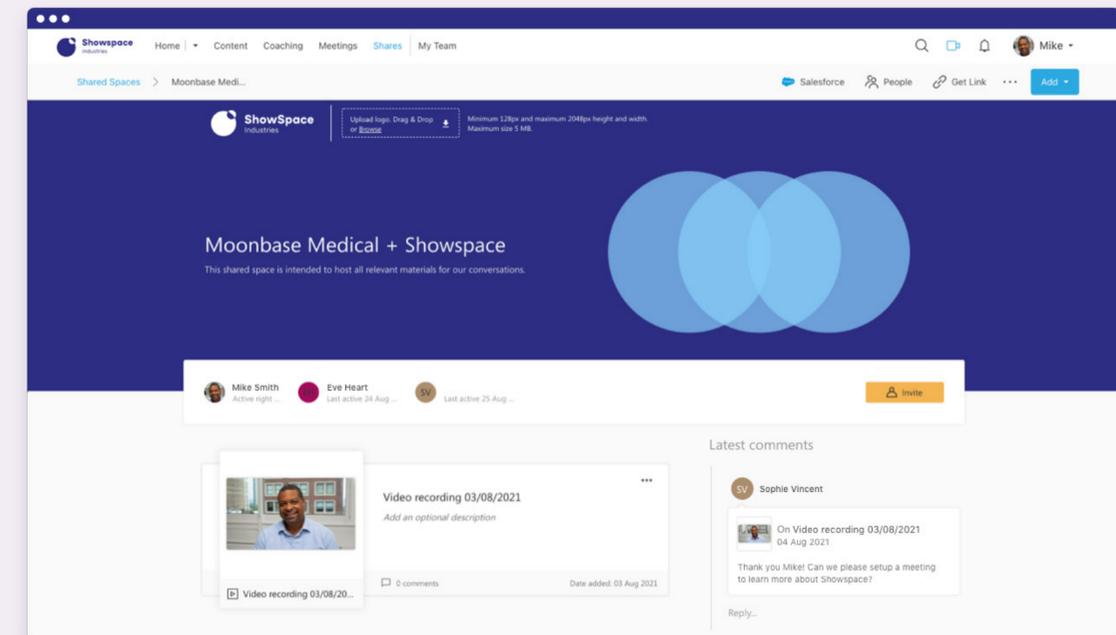
## First things, first: Optimize learning, buying, and selling

### GET OUT OF THE BUYER'S WAY: OPTIMIZING THE LEARNING EXPERIENCE

Buyers now operate in hybrid, on-site, and remote environments. They learn about new solutions across multiple channels and touchpoints. Sellers can reduce friction across all buying channels by aligning content to the conversations they're having with buyers.

The buyer is in control, so let them own their journey. We call this [frictionless selling](#). It starts with getting your go-to-market team prepared with the right information then removing barriers throughout the selling process.

For example, a [Shared Space](#) or "digital deal room" lets buyers and sellers exchange information and collaborate without endless email threads and attachments. When it's time to follow up with a buyer, sellers can lean on engagement insights within Shared Spaces to create a tailored follow-up that addresses any outstanding concerns and meets the buyer's expectations.



Showpad Shared Spaces

## BE THERE WHEN THEY NEED YOU: OPTIMIZING THE BUYING EXPERIENCE

More often than not, buyers recognize when a seller is reaching out with tired, boring content or a canned, copy-pasted response.

Buying experiences tailored to buyers' needs, timing, and preferences are going to be more effective. To do this well, you need to promote the right content at the right time, replacing low-engagement selling tools like static emails with interactive, visual content like personalized videos that engage the buyer.

**“Producing tailored content faster and interacting with more buyers means we can guide the customer through the buying process. It really is a partnership between buyers and sellers involving frequent communication across Slack, email, Zoom, and calls. Offering a differentiated buyer experience absolutely sets us apart from the competition.”**

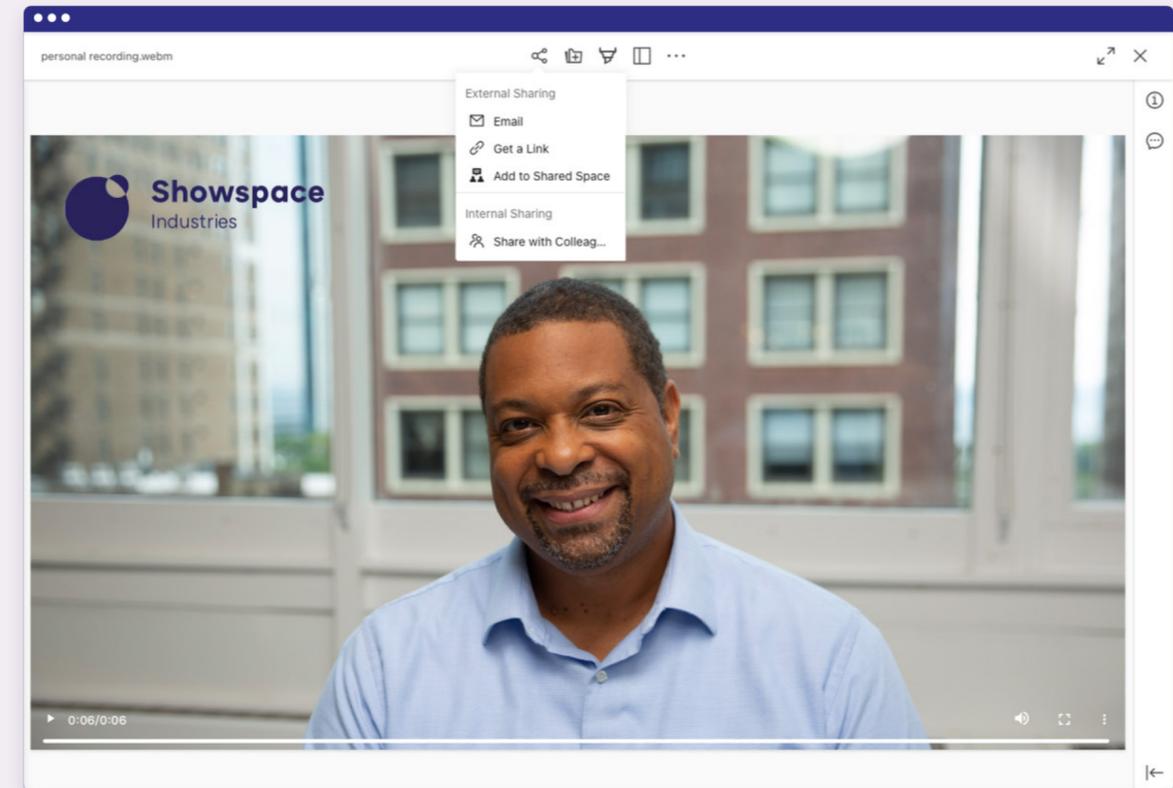
Head of Sales Enablement,  
Mid-market Technology company

### In short, an exceptional buying experience is an interactive one.

Innovative sellers can meet the demand for interactive and individualized selling experiences with personalized content delivered through high-impact media.

Consider that [85 percent of buyers](#) will open a piece of video content, but ignore any other type of content. At the same time, sellers that break through email inboxes with personalized video content see [3x greater response rates](#).

Proceed accordingly.



Showpad Video

## GIVE YOUR SELLERS THE TOOLS THEY NEED

Your selling team needs training strategies that go beyond in-person learning experiences and face-to-face meetings.

**Think mobile.**

**Think digital.**

**Think on-demand.**

As with modern buyers, today's increasingly remote and hybrid go-to-market teams want more control of their training so they can learn flexibly, move faster, and sell smarter.

Technology makes this possible through on-demand development, like live training, video, text, and interactive eLearning.

## How can you work out selling kinks before your team is in front of buyers?



Practice and role-playing via video



Screen recording



Conversational insights



Coaching with tools like [MeetingIQ](#)

Sellers also need ways to follow up quickly and answer questions from prospective buyers in a way that's timely, relevant, and contextual. They'll need access to information for new prospects, existing customers, or upselling scenarios as well as a consolidated space to find relevant, effective content they can personalize to their buyer's needs and journey.

A collaborative environment (whether it's a shared Drive, group chat, or Shared Space) will help your selling team stay connected and collaborative. An informed and repeatable selling experience is crucial to ensure sales effectiveness. But repeatability doesn't mean formulaic in the traditional sense—it means building processes that empower sellers to deliver the right content to buyers in the moments that matter.

Finally, video is a great way to encourage asynchronous collaboration across selling teams and with buyers. Capturing a quick video to share additional details, insight, or context is an easy, effective way to keep your selling teams aligned and your buyers engaged.

**“The two main ways our buyers consume company and product information are through engagement with reps and the website. We’ve found that case studies provoke the most engagement while pitch decks don’t do as well.”**



Carly Lehner, Head of RevOps & Enablement



## PART 2

# The four core tenets of successful Modern Selling



### TENET 1

#### Improve onboarding and sales-readiness.

Get your team ready to sell in the modern age. Overly formal, in-person training sessions don't cut it for high-performing teams. Today's sales professionals consume mobile content, stream on the go and binge their favorite shows. They learn at their own pace. They enjoy varied and engaging entertainment. They expect the same at work.



### TENET 2

#### Empower hybrid and remote sales teams.

Sales enablement tools take the leg work out of accessing training materials, connecting with colleagues and streamlining the buying process.

“When a piece of content resonates, we hear about that. If something is good, the team will naturally gravitate toward that,” explained John Giacomini, SVP Sales, North America at Netskope. “This allows us to lean on the tools we’ve invested in and monitor buyer engagement.”

Most onboarding processes are now 100 percent remote or use a hybrid approach to training. Revenue enablement tools help you address these new work environments with interactive content that encourages engagement and team collaboration.

“Interactive content provokes the most engagement from our go-to-market team members,” said Giacomini. “For example, we present different pitches over Zoom and let the team decide [which one they like]. It’s not the pitch that’s most valuable; it’s how much the team puts into it.”



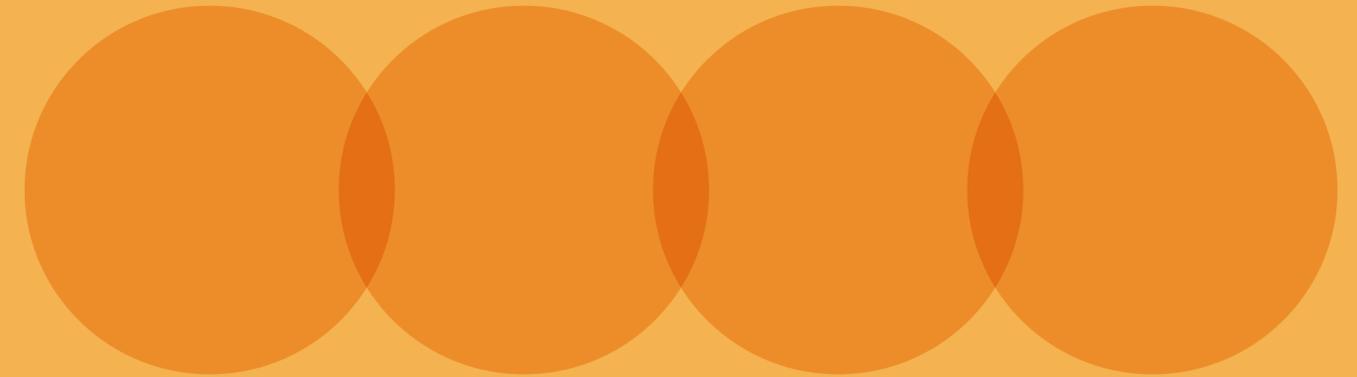
### TENET 3

#### Meet prospective buyers where they are.

Buyers research independently, engage asynchronously through email or Slack, and meet with reps both online and off. Showpad users said their buyers typically consume their company and product information via their website and sales teams.

“Buyers everywhere have learned how to get three-quarters of the way by themselves before they talk to sales,” said Veninga. “Typically, customers know something, and sales helps them make sense of it all.”

Delivering immersive buying experiences is a game-changing approach. It’s the modern way for buying and selling teams to share deal information and communicate. With branded, collaborative microsites like Shared Spaces, go-to-market teams finally have a way to securely engage with all buyer stakeholders.



### TENET 4

#### Provide and centralize enablement resources.

Steak dinners and tickets to the game no longer close deals.

Buyers often don’t have, or won’t give, sellers time for that level of face-to-face relationship building, which means sellers need to make every interaction count.

Centralizing sales materials under one virtual roof not only removes selling friction but also makes onboarding much more manageable.

Revenue enablement platforms simplify the inherent complexity in the B2B buying process by centralizing the resources they need for sales teams to focus on building better relationships with prospects and customers.

## PART 3

# Preparing your sales team for Modern Selling

It's Time to Rethink Sales. Here's How. | Showpad & Pavilion

Let's go back to the question we started with: how can businesses effectively prepare revenue-facing teams with the new remote, resource-lean reality?

Revenue enablement technology is the answer. The number one challenge among our survey respondents was not having enough training to succeed at remote selling. Close behind was not having access to the right technology.

Three-quarters of respondents said they had an enablement program in place in 2020, **up 64 percent compared with the previous year**. Revenue enablement platforms give sales teams access to the content and technology they need to succeed, particularly in a remote onboarding environment.

Modern learning experiences help sales reps learn faster and more comprehensively, which means managers can effectively identify skill and competency gaps to provide actionable coaching. They empower companies with a continuous learning environment that's easy to use and scale.

**“Due to COVID, we're onboarding new sellers remotely using a mix of virtual meetings and sales-based learning. We have a huge variety in [experience] with new hires. One-size-fits-all approaches don't work.”**

Head of Sales Enablement,  
Mid-market Technology company

Revenue enablement technology supports remote onboarding with a wide range of tools, content types, and engagement features that make it easy for sales teams to learn, ramp, and engage with buyers in new ways.

## Want to learn more about Showpad and Modern Selling?

[Contact our team](#) to see Showpad's revenue enablement technology in action and learn what Modern Selling is all about.