

How to Drive Consistent Revenue in Alignment with Your Business Growth Plan



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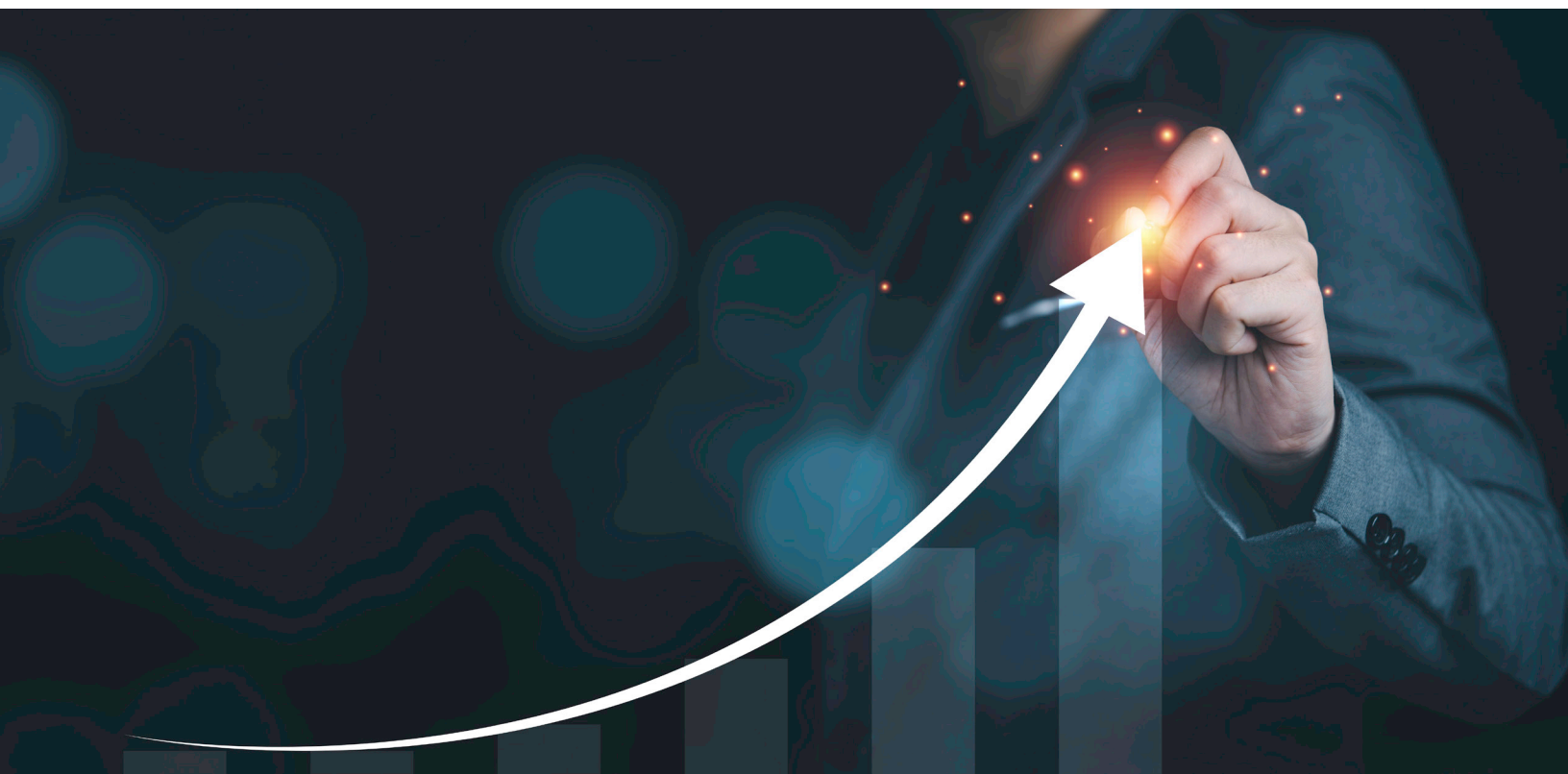
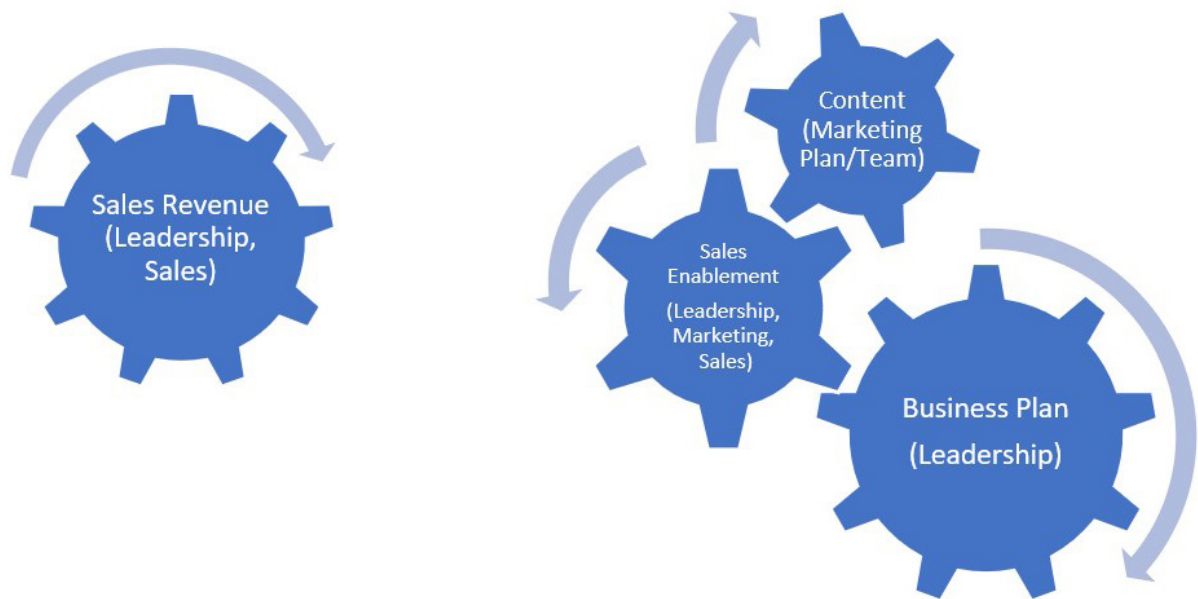


Even if your sales teams are producing, they could always drive more. But what can you do? There are many areas of challenge that can make it difficult for your team to achieve consistent growth. Some may say there aren't enough opportunities in the pipeline, others consider an inefficient sales process to be a factor, and still others believe inadequate training is to blame. For this article, we are going to discuss three ways you can get more from your sales teams that may help solve those challenges: Business Plans, Sales Enablement, and Content.

None of these components can be successful without the other and the teams involved all must have an equal share in creating this powerful driving force towards success. Each of these teams must have skin in the game, all be on the same page, and be in pursuit of

similar goals. It's vital to not only aim for increasing revenue, but also developing solutions to overcome challenges to success.

Business plans are initiated by leadership and goals are communicated down to the implementation teams. If the business plan is not robust or the teams who must implement are not onboard, the plan is not solid. With sales enablement software, typically the team that decides to incorporate into the organization is the C suite or leadership team. Two other teams that must be included are marketing and sales. The reason both teams should be involved is because marketing creates the content and must keep it updated, and the sales team needs to use the software. This is a fluid machine and must be managed as such. Sales revenue is achieved if the business plan is created with sales enablement and content in mind.



Driving Business Growth with a Complete Business Plan

Many business plans detail the growth goals, the key pillars leadership would like to focus on for the year, and some initiatives to get there, but the details behind the plan can be limited. The process involved in business planning can be arduous and include the process of a culmination of assessments, discussions among all the different departments that help drive or support the revenue engines of the organization, data analytics, and getting to the root cause of the organization's bottlenecks and challenges to seeing instrumental growth.

The best place to start is a strong commitment from leadership to set time to develop a plan, organizing the right teams, and then having serious discussions about the organization's vision and challenges for growth. This team should have a strategic planning session. Sounds simple enough, but the problem many organizations have is they are too close to their businesses and they tend to not be fair facilitators or the best critics for their organizational effectiveness. Ultimately, having someone to help drive the discussion and then develop the growth plan is the best approach.



If the plan does not include all the challenges from every department -- organizational, manufacturing, sales, marketing, and all others involved -- there could be problems. If the Sales department sells a product and Manufacturing cannot deliver, we have a problem. If Marketing drives a lead and Sales does not follow up, we have a problem. If IT sets up a Customer Relationship Management software, but Sales does not help maintain the data, we have a problem. Problems can build up if leadership does not set the time to fully discuss with the goal of creating solutions to help achieve desired results. Documenting opportunities for change by building

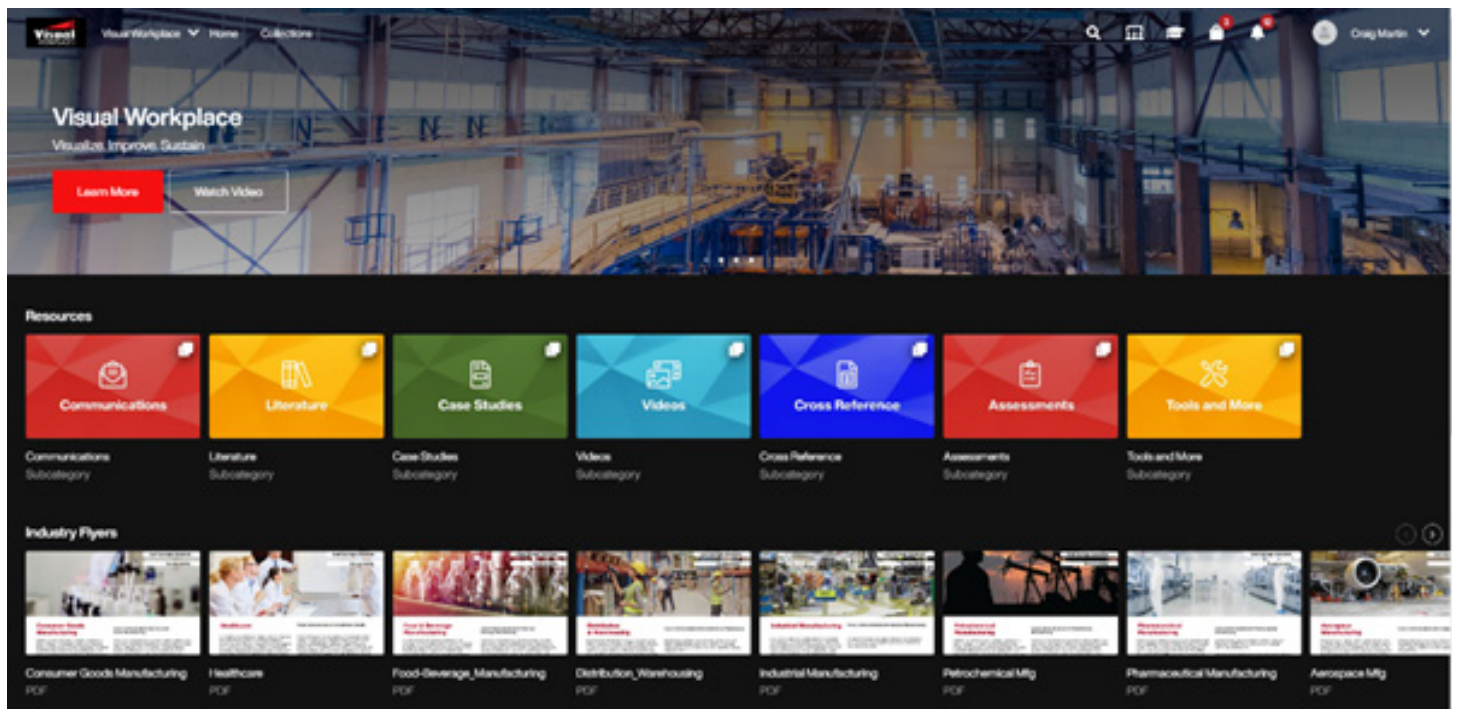
a strong plan is the way to realize the vision and growth goals. In this plan, it is vital to add goals for building out the pipeline, refining sales processes, developing necessary training and capability, adding sales enablement, and building out marketing and content. And processes to achieve the desired successes can be discussed and outlined with initiatives, timing, and responsibilities. Also build in Key Performance Indicators (KPIs) to drive measurements to understand areas for continuous improvement.

Why Modern Go-to-Market Strategies Rely on Sales Enablement

Your sales team and channel partners are determined to engage and advance buyers to achieve revenue goals. But buyers are pushing sellers aside in favor of self-education. Gartner finds that, "Eighty-nine percent of B2B buyers report encountering high-quality information as part of a purchase process, but more than half are overwhelmed by the sheer volume of quantity of information." If you place a high value

on building buyer confidence and achieving growth as a result, a sales enablement platform with content and tools is essential. Simplify your team's efforts to gain access to buyers with meaningful conversations to build buyer confidence, advance deals, and contribute to sales growth.

89% of B2B buyers report encountering high-quality information as part of the purchase process, but more than half are overwhelmed by the sheer volume of quantity of information.



Example of a Sales Enablement Software Window

Sales is the engine that keeps your business running. Ensuring they have the right tools to be as efficient and productive as possible is important. After all, we shouldn't keep them from what they do best: sell. That is where sales enablement comes in. The sales enablement industry is in a unique position with the shift to virtual meetings and rise of digital. The industry is now projected to reach \$4.5 billion by 2027. With the development of new technologies and the utilization of existing ones, it is critical that sales enablement professionals choose their platforms wisely, keeping productivity and efficiency in mind.

While the intention is good, organizations will purchase too many platforms that end up decreasing employee productivity. According to Forbes, workers waste approximately 32 days a year due to workplace efficiency apps. As a sales enablement professional, you don't want to be responsible for decreased efficiency and productivity of your sales organization. Carefully selecting the right partner to assist you with your sales enablement journey can help reduce unnecessary purchases and the downtime that results.

Here are 5 Tips to Maximize Your Sales Enablement

- 1) Value proposition – You must have the right value proposition, competitive advantage, and great content.
- 2) Consistent and ongoing training – You need to regularly schedule training to build capabilities with your sales teams, distributors, and manufacturing reps to clearly present the value proposition to end users.
- 3) Develop the right, simple marketing and sales tools – You need the right selling and marketing tools to visually and verbally explain the value proposition.
- 4) Customer-facing content development – Content should be organized so it can be easily accessible. Keep content fresh and top of mind with your sales teams.
- 5) Engage participation – Engage participation by sharing the buyer's journey and providing data measurements of effectiveness.

How to Drive Growth Goals with Great Content from Marketing

Content is much more than posting a product sell sheet or a promotional offer:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Content Marketing Institute

The key words in this definition are valuable, relevant, and consistent. Good content provides valuable information that solves customers' issues, which then builds trust and loyalty with your brand. Great content will lead the end-using customer through the sales funnel and turn them into qualified leads faster.



So how do you make content that is valuable and relevant? It starts with understanding your customers' pain points and developing a content strategy to alleviate those issues for them. Seems logical, but surprisingly only half (51%) of manufacturing marketers consider their audience's informational needs over a promotional message. From this same study, only 21% of marketers report that they have a documented content strategy.

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And only 39% have developed buyer personas. Based on the results of the Content Marketing Institute's study, there is a significant gap to fill for industrial manufacturers to create an effective content marketing strategy. Too many times, marketers make the mistake of starting with the end in mind. They focus content on product sales sheets or promotional offers, trying to get to an immediate lead or conversion.

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Content marketing should help find the right customers, qualify them, answer objections, deliver value, build trust, and get the company invited to the final buying phase. It is a solutions-based selling process that is delivered online. Great content starts with a solid, documented strategy that is customer centric. It requires a deep understanding of the pain points, the purchasing journey, what kind of information the DMU needs along the various stages

and where do they go to find that information. And it takes consistent production of quality content.

Business Plans, Sales Enablement, and Buyers Journey-Based Content is the key to driving sales goals and revenue. Reach out to experts to learn how to drive growth.

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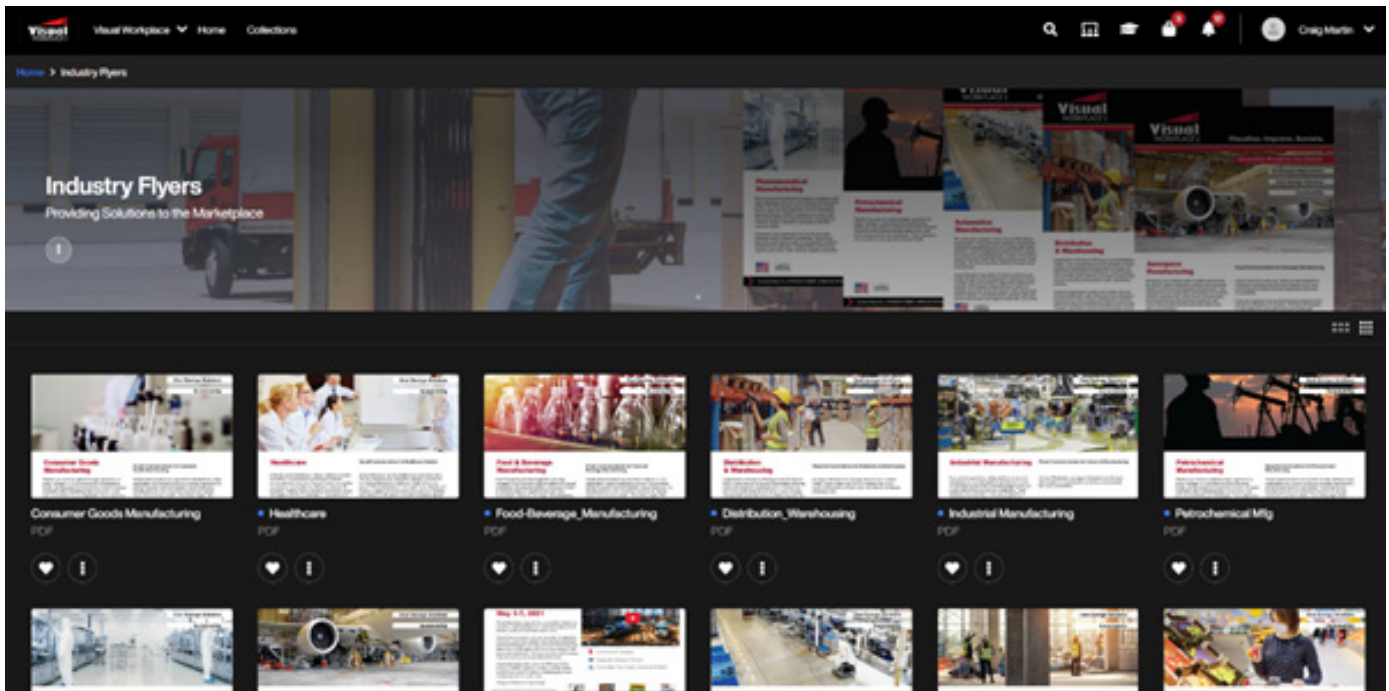


About Modus

Modus is sales enablement simplified. Our technology is purpose-built to enable sellers to create more meaningful engagements with buyers. The Modus platform delivers a familiar UX that is easy to use, yet modern and sophisticated enough to meet the ever-evolving demands of buyers. Many of the world's best brands, including, AT&T, Caterpillar, Toro, and Volvo trust

Modus to help them drive revenue, build lasting customer relationships, and deliver a unique value exchange throughout the buying cycle. The others are complicated. We're simple.

To learn more, visit www.gomodus.com



Example of a Sales Enablement Industry Flyers Software Window



About C3 Team

C3 Team was created to provide B2B customers with strategies that will help you break through the noise and improve your “Go-to-Market” strategies. Our Accelerated Impact Model (AIM) is a three-phased approach in which we Connect with you, Collaborate and Communicate to develop a detailed plan that supports your vision for growth. C3 helps companies enhance their “Go-to-Market” programs, including:

- Operational effectiveness
- Customer segmentation or market development
- Customer relationship management (CRM)
- Brand building
- Product/category development
- Marketing
- E-commerce
- Communications (Messaging, PR, Content, Digital Marketing, Social Ambassadors)

C3 equips you to Take AIM through a series of exercises leading to clarity of vision and a “Purpose” statement that enables you to present your company’s value proposition effectively and concisely. Once the purpose statement is created, it can be used for messaging, branding, and product performance deliverables.

1. ASSESS - We CONNECT deeply with you and your team to become completely immersed in the current state of your organization. The goal is to think critically about the unmet needs of your customers, whether they are distribution partners or end users. It’s a deep dive that helps determine the core purpose of your organization for your current and future customers.
2. IDEATE - We COLLABORATE to build a plan using OGSIM – a five-step process consisting of Objectives, Goals, Strategies, Initiatives, and Measurements. Along with the business plan, the purpose statement can be used for messaging, branding, and product performance deliverables.
3. MAXIMIZE - We COMMUNICATE in an ongoing partnership, bringing awareness and accountability for sustainable success. Because all items earmarked for transformation cannot be completed simultaneously, we prioritize what needs to happen in what order. This is particularly important with Strategies and Initiatives since they directly feed into a team’s workload and an organization’s progress.

Do you need help building or rebuilding a plan to achieve your vision for growth?

Reach out to C3:



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