

Tuning In and Turning On

**Maximizing
technology in an
ever-changing
B2B sales world**



Navigating the 2024 Martech Trends Landscape

BY DEN KOZLOV

After several years of instability in customer acquisition and retention, and with all the efforts focused on getting the most out of the shrinking pipelines, 2024 looks like it's going to be a return to normal. This "normal" means steady growth, which is something the investors are really happy about.

Analytics and Forecasting

The hardest part of closing a deal is finding it. More platforms are incorporating revenue intelligence and forecasting to pinpoint the most lucrative opportunities, whether it's the top-performing audience segment you want more of in the pipeline or the fastest way to convert certain prospects through the commercial process.

When marketing unlocks the ability to fill the pipeline with certain types of opportunities continuously, that enables sales to forecast accurately.

Revenue Marketing Diversity

The focus on revenue-centric metrics for GTM teams isn't a recent development, but rather a persistent reality. This focus resulted in improved collaboration between the sales and marketing teams, more than ever before.

Traditional funnels have been thoroughly reimagined. The best-performing sales teams chose to lower their ASP to expand the new customers' contracts once the value was proven. NRR has emerged as a widely recognized source of growth.

The [bow-tie funnel concept](#), designed by Winning By Design, highlights this shift from simply acquiring customers to enhancing their experience and encouraging their advocacy.

Marketing teams can no longer focus solely on delivering new opportunities. Sales teams can't concentrate exclusively on closing immediate business. Marketing must maintain the health of the sales pipeline, identify potential gaps, and support sales efforts beyond acquisition.

Consequently, revenue marketing isn't just a category where different technologies compete. It's about various tactics, backed by technology, vying to deliver the most predictable outcomes at each stage of the commercial process.

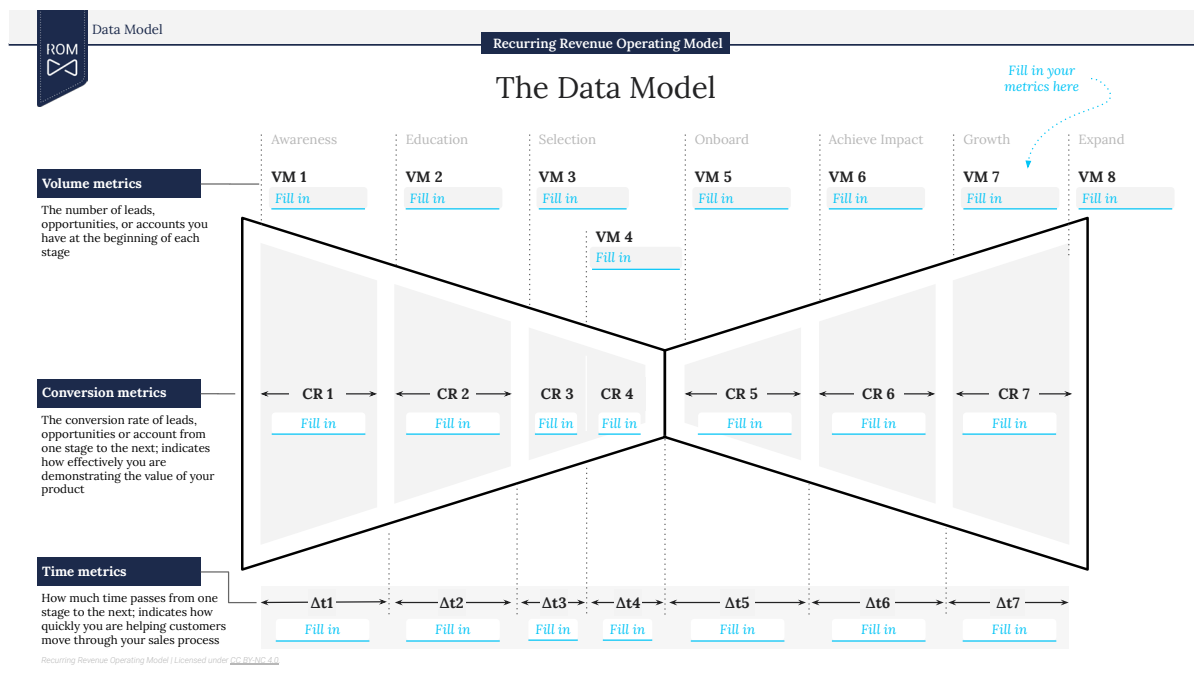
This is the first martech category where competitors are complementary, rather than mutually exclusive.

Contact-Level Intent

If Gong were to compile a "Top Sales Quotes" list akin to Spotify, Matt Heinz's insight would likely top the chart. All go-to-market motions boil down to two simple questions: "Who to call" and "What to say."

The answers to these questions form a roadmap for predictable revenue. **SMM**

[Den Kozlov](#) is vice president of Growth at [Influ2](#), providers of a person-based advertising platform that empowers B2B marketers to connect directly with chosen decision-makers.



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Will AI Work for You or Against You? The Choice Is Yours.

BY C. LEE SMITH, CEO OF SALESFUEL

A salesperson without credibility is not only at a competitive disadvantage today — they're at risk of being replaced by AI tomorrow.

Sales teams are benefiting from using AI for their buyer trend analyses, prospecting, CRMs and email automation programs. By 2028, Gartner projects 60% of B2B seller work will be executed through conversational user interfaces via generative AI sales technologies, up from less than 5% in 2023.

Trends like this make many salespeople wonder whether AI will ultimately jeopardize their sales career?

Not if you use AI to your advantage.

B2B Buyers Won't Avoid Your Salespeople

Fewer than one in four Americans believes that salespeople are credible in what they say and do, according to our State of Credibility in America Study (September 2023). That means three out of four buyers don't believe what you say from the get-go.

And according to Gartner, 72% of B2B buyers prefer a rep-free experience — completing their purchase without speaking to a rep at any point — due to a perceived lack of seller relevance in achieving their specific objectives.

On the B2C side, for example, buyers flock to online shopping apps and ecommerce sites for the convenience — but also to avoid salespeople.

Staying Relevant In the Buying Process

One-third of B2B buyers say they avoid taking calls or meetings from salespeople who have no “demonstrable expertise in helping businesses in their industry” (Voice of the B2B Buyer, 2023). Asking a prospect, “Tell me about your business” gets you eliminated from consideration. So does launching into a sales pitch immediately after connecting on LinkedIn. Reps need to do their homework to make sure they are prepared to provide insight and value on every sales outreach.

Providing an answer to a question the buyer didn't know to ask is a surefire way to build credibility, put yourself on equal footing with the buyer and eventually earn their trust. From there, closing becomes much easier.

Make AI Work for You Instead of Against You

59% of U.S. adults who have used AI say it is sometimes or rarely/never credible, according to our State of Credibility in America Study (September 2023).

In the Age of AI, salespeople must be able to vet what AI says for accuracy, analyze it for relevance to the buyer and apply it to solving their most pressing problems.



Salespeople also need to be mindful about what AI says about them. Fully 71% of B2B buyers will research not only your company, but you as the salesperson, before taking a call or meeting with you. What will a Google search say about you? What will AI say about you? You must demonstrate your expertise online before you ever get a chance to do it in-person.

If you work to form a long-term relationship by doing right by the customer, by serving them before yourself, that effort will help guard you against being replaced by a computer. With greater credibility, you won't have to work as hard to chase down leads. The buyer will seek you out instead.

Use AI Tools to Build Your Credibility

To avoid becoming an AI sales casualty, use the AI tools available to accelerate building your own credibility as a sales pro. Our AI solutions, for example, include industry-specific digital credibility scoring, real-time pre-sales research, on-demand competitive intelligence and sales coaching tools. They help B2B salespeople build credibility, achieve trusted advisor status faster and increase repeat sales.

Final Takeaways

To make AI work for you, instead of against you, get #SalesCred.

Avoid acting like the typical salesperson no one wants to talk to. Be well prepared, so you're never intimidated by the buyer. Prove your value online and in person. And always build your sales credibility so you can be taken seriously.

Just as importantly, be authentic. Make a human connection. Show you care.

These are the things that AI can't do. *Yet.* **SM**

C. Lee Smith is CEO of [SalesFuel](#), a sales intelligence and enablement firm.

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Technology Is Essential for Training Millennials

High-tech teaching tools, a staple for developing all workers, is especially well-suited to younger employees.

BY SUMAN AGARWAL

In the corporate world, the hottest topic of discussion when it comes to learning and development and HR is one word: Millennials. This generation of young individuals has reached a stage where they make up the majority of the employable workforce.

As many managers will agree, hiring and developing new talent for a company is no easy task. The process of hiring may seem simple at a glance; review applications, select qualified candidates, and conduct interviews. In reality, it's a tumultuous endeavour.

Hiring is the first step of developing an employee into an asset for your team, while simultaneously upskilling them. But millennials pose a new challenge for employers, as retaining and impressing a generation that quickly became classified as job hoppers isn't for the weak-willed.

While many millennials view jobs as stepping stones to an entrepreneurial venture, most of them like holding down a secure position, but often don't do so, as the work may not be stimulating enough or the workplace too rigid. We as managers just need to tap into the correct strategies to train them. They are smart, resourceful, extremely tech-savvy and can adapt to new challenges quickly.

The generational gap we face when we train millennials in the workplace is that our methods of learning are completely outdated to them. We might as well be speaking an alien language! With shorter attention spans and a deep-seated fear of being a corporate cog in a machine, this generation desires creative freedom, holistic development, autonomy over work,

and personal fulfilment apart from working for your brand. With the right strategies to train millennials, we can retain their loyalty and make them feel as they important to your organization, and make it their second home.

Some of the strategies you can keep in mind when training millennials include:

Explore Microlearning

Microlearning is a method of instruction that breaks down the subject matter into bite-sized content, which is information specific for one particular training objective. Microlearning employs training materials that can be easily understood, like videos, infographics, animations etc. Microlearning works well with the millennial mind, as it's not time-consuming and doesn't overwhelm the person with an information overload.



Use Up-to-Date Technology

Most Millennials are tech-savvy and expect the same from their work environment. Modernization of companies has led to an increase of dependence on technology, which is beneficial in dozens of ways. It's not just about modern hardware like new laptops, phones etc.; The software also needs to be at par with today's industry standards so this new workforce can bring your brand into the future.

Offer Accessible Tools

Most millennials prefer a fluid work model in which they have the convenience of working from home rather than turning in a traditional 9 to 5 day in, day out. Young adults are goal-oriented and are able to juggle, deadlines, meetings and tasks much better when they work at their own pace within a stipulated time period. Most millennials prefer communicating through emails or other official channels, where are all necessary details can be communicated without meeting in person. The benefits of remote work may not be obvious to some of us who are used to more traditional work models, but it can be a true differentiator if you actually understand the positives.



Gamification

A seemingly boring experience, like learning a bunch of facts, is given an element of fun by turning it into a game with rewards, levels, trophies etc. [Skill development activities](#) often employ gamification techniques to create cool challenges to keep people motivated and focused, just like video games.



Spaced Learning

Spaced learning is an excellent method for imparting important information quickly and effectively while reducing the loss of knowledge associated with one-time learning. Spaced learning breaks down long modules into smaller, shorter versions with intervals in between. Important portions are often reintroduced repeatedly over time, promoting mental recall and long-term retention. Spaced learning has three instructional periods.

- **Present** – The information to be absorbed
- **Recall** – Simple assignments/tasks/quizzes for people to recall what they have learned.
- **Understand** – People apply their learning to a particular task, like application-based questions in exams.

Coaching and Mentorship

Millennials embrace continuous learning and improvement. They understand that failure is a part and parcel of progress, but lack the patience to continuously keep perfecting one particular task. Hence, they require mentoring and coaching to nudge them in the right direction. Mentoring millennials helps them set a specific goal and follow through, while making them feel connected with the organisation and setting up a channel of open communication between employer and employee.

Implement a Continuous Learning Culture

Training millennials in the workplace to develop leadership skills is a great way to invest in having more productive and happy employees. They will feel the intrinsic desire to improve, make decisions in their department and take charge. This also creates a great two-way exchange of feedback between employer and employee.



Training millennials may seem like a daunting task, but it simply requires a creative approach. Employers can't miss out on tapping into this new human resource simply because they can't adapt with the times. There is a lot to be learned from millennials – and a lot they can learn from older team members. Building the right bridges can transform this generation that is notorious for being job-hoppers into job-keepers. **smm**

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The New Wave of CMS Solutions and Their Benefits

Effective and efficient content management is vital in an era of self-educated buying teams

BY IGOR ZAGRADANIN

Amidst the rapidly evolving sphere of web development and content management, the advent of the new wave of Content Management System (CMS) solutions stands as a revolutionary force. In the continual quest to uphold a competitive edge in the digital realm, businesses are progressively acknowledging the indispensability of advanced CMS platforms. This acknowledgment aligns with the fact that [48% of organizations](#) actively engage with two to three content management systems as integral components of their workflow.

These sophisticated tools play a pivotal role in shaping and overseeing dynamic and engaging online experiences. In this article, we will delve deeper into the intricacies of this new generation of CMS solutions, shedding light on the pivotal features and unparalleled benefits that distinguish them in the contemporary digital ecosystem.

Improved UI

In the dynamic landscape of CMSs, some systems emerge as game-changers, ushering in a new wave of CMS solutions with a focus on unparalleled user experience. However, the advent of the new wave of CMS solutions goes beyond catering solely to developers; it prioritizes editors and content creators, fostering an environment designed with their needs in focus. These innovative platforms boast intuitive and user-friendly interfaces, providing non-technical users with the tools to effortlessly manage and publish content.

At the forefront of this transformation is [Umbraco 13](#) and its commitment to an improved user interface for editors, showcasing a modern design and cutting-edge UI updates. A standout feature is the introduction of block insertion, a novel approach to content management. Users now possess the capability to effortlessly drag and drop content modules onto the page, enabling swift creation and adjustment of pages in

real time. This redesign exemplifies Umbraco's ongoing commitment to not merely update but enhance every facet of the user interface.

The goal is to guarantee that every interaction with the CMS is not only up to date but also exceptionally intuitive and enjoyable for users, reflecting Umbraco's dedication to providing an optimal user experience.

Agility and Flexibility

Traditional CMS solutions often struggled with rigidity and limitations when it came to adapting to evolving business needs. The new wave of CMS solutions, however, excels in providing unparalleled agility and flexibility. These platforms leverage modular and scalable architectures, allowing developers to easily customize and extend functionalities to meet the unique requirements of any project.

The modular approach not only streamlines the development process but also enables rapid iteration and updates. Businesses can swiftly respond to market changes, ensuring their online presence remains dynamic and aligned with evolving user expectations.

Headless CMS Architecture

One hallmark of the new wave of CMS solutions is the widespread adoption of headless CMS architecture. Unlike traditional monolithic systems, headless CMS decouples the backend content management from the frontend presentation layer. This separation empowers developers to create content-rich, omnichannel experiences without being bound to a specific frontend technology.

This flexibility proves especially valuable in the era of diverse digital touchpoints, from websites and mobile apps to wearables and emerging technologies. Content creators can focus on producing compelling material, confident that it will seamlessly

adapt to various devices and platforms, enhancing the overall user experience.

Content as a Service (CaaS)

[Content as a Service](#) stands at the forefront of the latest wave of content management system solutions. In pushing the boundaries of the headless approach, CaaS uniquely positions content as an independent service. This innovative concept ensures that content becomes not only easily accessible but also readily reusable across diverse channels and applications, fostering a culture of consistency and efficiency in content management.

CaaS introduces a modular approach to content creation, distribution and presentation. Businesses adopting CaaS can future-proof their digital strategies by seamlessly integrating new technologies and channels without the need for a comprehensive overhaul of their entire CMS infrastructure. This adaptability empowers organizations to stay agile in the ever-evolving digital landscape, providing them with the flexibility to evolve and scale their content strategies in tandem with emerging trends and technologies.

Enhanced Security Measures

Security is a paramount concern in today's digital landscape, and the new wave of CMS solutions prioritizes robust security

measures. These platforms often come equipped with advanced authentication protocols, encryption standards, and regular security updates to safeguard against evolving cyber threats.

Furthermore, the headless architecture minimizes the attack surface by separating the backend and frontend components. This reduces the risk of security vulnerabilities, ensuring that sensitive data remains protected. As data breaches become more sophisticated, investing in a secure CMS solution is a strategic imperative for businesses of all sizes.

The new wave of CMS solutions represents a transformative change in how businesses approach content management and web development.

With agility, flexibility, headless architecture, CaaS, enhanced security measures and user empowerment at their core, these platforms are propelling digital experiences to new heights. As businesses embrace the potential of these innovative CMS solutions, they position themselves not just to keep up with the digital wave but to ride it with confidence into a future where adaptability and creativity reign supreme. **SMM**

[Igor Zagradanin](#) is a content marketing expert with a proven track record of helping businesses by adding value to their brands, and content marketing strategies, as well as educating and connecting with their audiences on a personal level.

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