



2025 Trends

**That Will Shape
B2B Sales and Marketing**



Where, Why and How

The latest trends in key areas of focus for B2B sales and marketing professionals

BY PAUL NOLAN

It's the most wonderful time of the year for predictions. Plenty of people are happy to pontificate about what to expect from the stock market, global politics, their favorite sports teams or anything else you ask about.

Our aim in this report on trends for B2B sales and marketing professionals is not so much to predict what we'll encounter in 2025, but rather to provide thought-starters on aspects of B2B sales and marketing that will be front and center.

Emerging (and omnipresent) topics such as artificial intelligence and personalized marketing are covered, as well as subjects that have been part of business management for decades – sales training, improved networking and lead generation, and workplace appreciation that increases engagement and drives performance.

We only scratch the surface of these topics in this report – raising awareness and highlighting key developments.

Conversations on all of these topics will continue more in depth throughout 2025 in subsequent Focus Reports. If you haven't done so already, [register on our website](#) to receive our biweekly newsletter and to be notified each time we publish a new Focus Report.

Here's a look at some trends you may encounter in the new year.

#1

Sales Enablement Is Everyone's Job

Have you got your head around sales enablement?

The added complexity of the B2B buying journey (including the advent of buying teams) combined with increased capabilities of CRM software and digital marketing technology

FEATURE STORY

led to a heightened awareness of the concept of sales enablement around 2010.

Job titles with the term became more prevalent in the subsequent decade. Suppliers of sales enablement platforms emerged offering integrated solutions for sales training, target marketing, CRM, sales process evaluators and data analysis tools.

Today, the term “sales enablement” connotes roles and strategies that didn’t exist even 10 years ago. At its core, sales enablement is about arming sales and marketing professionals with technological tools to be more effective and efficient.

Not surprisingly, artificial intelligence and machine learning will be key aspects of sales enablement in 2025 and beyond. AI-driven sales enablement platforms provide:

- Personalized training on demand
- More accurate sales forecasting
- Improved and personalized (there’s that word again!) marketing content
- On-time and on-target customer communication
- Real-time insights into deal progress, ideal next steps and ways around objections

Sales enablement will become more integrated into companies’ revenue growth strategies. Sales enablement professionals will increasingly impact product development, marketing strategies, sales processes and customer experience initiatives.

Much to some B2B buyers’ disappointment, complex sales processes still involve a human rep. However, the journey to a closed deal, including self-serve demos, guided tours and interactive product pages, is increasingly the byproduct of sales enablement software platforms. Expect more of the same — and expect the unexpected.

#2 Develop a Culture of Agile Learning

According to the World Economic Forum’s “[2023 Future of Jobs Report](#),” employers estimate that 44% of workers’ skills will be disrupted in the next five years. Six in 10 workers will require training before 2027, but only half of workers are seen to currently have access to adequate training opportunities.

Surveyed companies report that investing in learning and on-the-job training and automating processes are the most common workforce strategies which will be adopted to deliver their organizations’ business goals. PwC research shows that 79% of CEOs globally are concerned that skills shortages will hinder their company’s growth.

It’s one thing to profess the importance of continuous skills building and employee development; It’s another thing altogether to carry it out. Corporate leaders face formidable challenges to find time for existing team members to complete necessary training while accomplishing their jobs. And, as the authors of an article in MIT Sloan Management Review on [developing continuous learners](#) state, the extensive list of skills that need to be developed leaves many employers uncertain about what to prioritize.

Wendy Tan is a managing partner at the Flame Centre, a strategy and people development practice, and the author of “Learning Agility: Relearn, Reskill, and Reinvent.” Joo-Seng Tan is an associate professor of management at Nanyang Technological University’s Nanyang Business School in Singapore. The co-authors emphasize the importance of learning agility, which Columbia University and the Center for Creative Leadership define as “a mindset and corresponding collection of practices that allow leaders to continually develop, grow and utilize new strategies that will equip them for the

STATISTICS FROM FORMAL SALES TRAINING

RETENTION

- 90% of the training initiatives have no lasting impact after 120 days.
- On average, sales reps forget 70% of the new information that they’ve learned within 24 hours. Within a week that’s up to 90%.

TRAINING SPEND AND BUDGET

- 37% of sales reps receive 16 days or more sales training during their first year in the job.
- Companies spend about \$20 billion a year on sales training and only 7% of the total training budget is spent on improving the skills of the sales team.

IMPACT AND ROI

- 34.9% of CSO’s are unsure of *what measurable improvements they seek from training investments.*
- 75% of the training programs fail to contribute to the success of the business.

SOURCE: [SMARTWINNR.COM](#)

FEATURE STORY

increasingly complex problems they face in their organizations.” Learning agility has also been defined as the ability to learn from one’s experience and then apply that learning to new situations.

Tan and Tan identify four key elements to developing an environment of agile learning:

Link purpose to learning – Understanding how the skills being disseminated will foster improved performance provides motivation to prioritize learning.

Create a learning-rich work environment – The authors define a learning-rich job as “having work or diverse tasks out of one’s comfort zone that requires the application of new skills in different domains to succeed.” Leaders who promote learning-rich environments accept occasional failure if their workers develop new skills through participation in experiments or moonshot projects.

Ask meta-learning questions – Meta learning is stepping back and asking: What needs to be learned? How is it best learned? What is the best way to develop the skill? Who can support the learning (think mentors)? Managers can help team members by asking – and helping answer – these types of questions. In doing so, they can intentionally accelerate the process with highly effective learning activities.

Nurture a learning team – Managers can play a vital role in encouraging continuous learning, beginning with allocating a budget and building time for skills development into workers’ schedules. Having team members share news of skills development can be part of team meetings.

Strengthening learning agility improves workers’ ability to handle ambiguity, complexity and change, Tan and Tan state. “This adaptability becomes a competitive advantage for organizations, fostering a culture in which learning is not just an event but an ongoing process. When teams cultivate these habits, they don’t just respond to disruption, they become drivers of innovation who will be able to lead their organizations into the future.”

#3 Embrace (Or Ignore) the Shift to Less Buyer Interaction

You’ve likely seen the surveys showing that B2B buyers increasingly desire minimal interaction with sellers. Gartner reports that up to 75% of buyers prefer a rep-free sales experience. Other reports state that B2B buyers are anywhere from 50% to 75% down the path of making a buying decision before they even reach out to a supplier.

Even the best consultative sellers will struggle to make headway in a world where two-thirds of the buying process is touchless, right? Not necessarily.

The sales training company RAIN Group studied 488 B2B buyers representing \$4.2 billion in purchasing power across 25 industries. RAIN Group discovered that buyers want to hear from sellers at two phases of the buying process:

- **Future-seeking** – When they’re looking for new ideas and possibilities to drive stronger business results.
- **Problem-solving** – When they’re actively looking for a solution to fix what’s broken or to solve a problem.

Nearbound Selling Blends Inbound and Outbound Strategies

Nearbound selling is the inevitable result of the copious amounts of prospect and customer data available to sellers. It is defined as “a sales strategy where companies leverage their existing network of partners, influencers and trusted connections to generate leads and close deals.” In short, getting by with a little help from your friends.

Jared Fuller, author of “Nearbound and the Rise of the Who Economy,” says nearbound is not intended to replace outbound or inbound sales, but rather

to augment it. As Fuller explains, buyers are no longer asking how to solve a problem or where to find a solution; they are asking, *who* has solved the problem and then relying on people they trust.



B2B selling increasingly relies on leveraging existing networks to access potential customers. Fuller’s three “I’s of nearbound selling.”

• **Intel** – Gathering insights from your network of partners who already have relationships with

prospects about a prospect’s key decision-makers, top pain points and their procurement process.

- **Influence** – Your partner has earned the prospect’s trust. Put that to use by incorporating your partner’s influence on as many touchpoints as possible.
- **Introduction** – It’s more than a referral. Use the introduction from your partner to convey a thorough understanding of the prospect’s need.

Key upsides of nearbound selling include higher-quality leads at lower cost, shorter sales cycles and increased close rates.

FEATURE STORY

Mike Schultz, co-founder of RAIN Group (recently acquired by UK-based learning and development provider Alchemist), argues that the fact that 71% of buyers want to talk to sellers when they're looking for new ideas is proof not only that they want to interact with suppliers, but they want to interact early in the buying decision process.

When asked what factors influence their overall purchase decision, 92% of buyers said they would be influenced to buy from sellers who deepen their understanding of needs," Schultz reports.

"Forget what you may have been told. Get in front of your buyers and talk to them early," he states. "Sellers who master consultative selling, deepen buyers' understanding of their needs, and who reach out and connect with buyers early in the buying process will greatly increase their odds of becoming a top performer."

Dave Brock, founder of Partners in EXCELLENCE, a sales consultancy, also rebuffs the notion that increased interest among buyers in digital information gathering means less opportunities for sellers to create value.

In a fascinating [AI-generated discussion on rep-free B2B sales transactions](#) on Brock's website (fascinating for a glimpse at AI capabilities alone), Brock — or rather, his AI cohorts — reinforce the importance of "value co-creation" through customer interaction as a key to long-term sales success.

For starters, Brock argues, 60% of buyers begin the process of researching a new solution, but never complete it, and thus stick with the status quo. That's a loss for everyone involved, according to Brock.

Value co-creation shifts the focus from simply selling a product or service to achieving the customer's desired outcome. It's about working with the customer to understand their specific pain points, and then tailoring the implementation of your product to solve those pain points. "It's more about becoming a partner rather than just a vendor."

To be sure, AI will expand the capabilities of buyers to self-educate, but Brock argues the skills that will matter most to buyers long term are the ones that are hardest to automate — building relationships, understanding complex needs, thinking strategically and providing creative solutions.

Yes, buyers can obtain multitudes more information on their own during a buying journey than they could even five years ago. Brock says it's a wake-up call to truly assess how your team is engaging with customers and prospects to understand their needs.

"Think about the companies that you love to do business with. They don't treat you like a transaction, do they?" Brock's bots say. "They understand [your] needs; they anticipate [your] challenges; they go above and beyond to make [your] life easier. That's what creates loyalty. That's what turns customers into advocates. That's how you build a sustainable business."

continued on page 8

Sustainability Matters in the B2B Landscape

Incorporating environmentally friendly marketing tactics and having ongoing discussions about the state of the planet is a part of the zeitgeist for B2B companies. Sales & Marketing Management contributing writer Charlie Fletcher says too many businesses are taking a cynical and not exactly honest approach to this trend.

Greenwashing — the practice of using green branding and messaging to entice consumers while doing little to genuinely maintain sustainable operations — is prevalent. Fletcher states that many companies treat sustainability as a fad that will pass even though B2B clients are increasingly making purchase decisions based on sustainability. She cites a study stating that [72% of B2B buyers](#) are more likely to make a purchase if a company does well on socio-political issues clients consider important.

"Remember, too, that sustainability is a route to greater operational efficiency," Fletcher says. "Many of the measures that lead to authentically green businesses are focused on reducing unnecessary use of resources. Adopting energy-efficient protocols and waste management practices is good for the planet and can minimize your company overhead."

B2B companies must be thoughtful and thorough when developing sustainable strategies. "Taking the time to ensure every part of your B2B organization is prioritizing green measures makes for a more consistently and authentically sustainable whole."

Company leaders must be intentional about adopting practices that make green standards a core part of their processes and company values. Next is communicating these values and practices to everyone on the team as well as outside partners and customers. Encourage them to suggest additional green actions.

Digital tools offer a convenient and efficient way to [track corporate sustainability performance](#).

"The more authentic and open you can be in your approach, the greater the impact you're likely to have on the planet, your business, and your stakeholders," Fletcher says.



Motivating Today's Multigenerational Workforce

BY STEVE MASELKO

Travel is meaningful to all ages. Gift cards provide choice and flexibility.



Ever since the work world emerged from the COVID pandemic, much attention has been given to strategies for effectively engaging millennial and Gen Z employees. While it's true that workers aged 30 and under are gaining a larger foothold in both professional and blue-collar environments, it would be misguided for companies to neglect motivational strategies for older members of their teams.

The U.S. Bureau of Labor Statistics projects the labor force will increase by 8.9 million people (5.5%) from 2020 to 2030. The number of people between 16 and 24 is projected to shrink by 7.5% during that period, while the number of people aged 75 and older in the work force is expected to increase by 96.5%.

"These societal shifts have given rise to the multigenerational workforce. Now and in the future, we will have four to five generations in the workforce at any given time," Harvard Business Review reports. "This unprecedented diversity brings an exciting array of skills and expertise, perspectives and life experience that can enhance an organization's innovation, productivity and overall performance."

Choice and Memorability

Cultivating a culture of recognition is critical to keeping a multigenerational workforce engaged. The human desire to be praised for one's achievements doesn't dissipate simply because someone has more years on the job.

What gets trickier, however, is finding ways to recognize different generations in a manner that is meaningful to them. Recognition that isn't memorable isn't worth doing.

Marriott GiftCards incorporate two elements of recognition that are proven to be essential to satisfying the needs of today's multigenerational workforce: freedom of choice and memorable experiences. Let's look more closely at both.

- **Freedom of choice** – By enabling recognition and reward recipients to select experiences that suit their tastes, the rewards are far more likely to be meaningful. Marriott GiftCards can be redeemed for hotel stays at more than 30 brands within the Marriott Bonvoy portfolio and 10,000 destinations offering options that meet the diverse needs of the multigenerational workforce. In addition to hotel stays, they may be redeemed for a day at the spa, a culinary experience, a round of golf and much more.
- **Memorability** – The most effective recognition strategies create lasting memories and motivate workers to repeat the performance that earned them the reward so they can have another memorable experience. Unlike some forms of recognition, the memories made through redemption of a Marriott GiftCard don't get lost on a shelf, tossed in a drawer or, worse yet, discarded within days of receiving it.

Budget-Friendly and Easy to Administer

Success is the result of small efforts repeated daily. It's important to recognize workers not only for grand achievements, but also for the steps that lead to accomplishing them. The flexibility of placing any value from \$25 up to \$2,000 on Marriott GiftCards makes them ideal for this purpose.

After beginning a professional career in public accounting, Steve Maselko joined Marriott as an internal auditor. He has worked in Marriott's incentive and gift card space since 1992, taking on the full leadership role of the business in 2012.

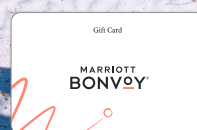
Open a world of opportunity for your reward recipients to discover with a Marriott GiftCard that can be presented in person with a physical gift card or an e-gift card that is sent when you choose. Allowing your recipients to choose where they travel, when they travel, and with whom makes your reward more relevant and meaningful to them.

To learn more about using Marriott GiftCards in your incentive and recognition campaigns contact Sharon Conley at sharon.conley@marriott.com.

MARRIOTT *GiftCards*

Elevate your rewards and recognition strategy
through the power of travel with
Marriott GiftCards.

The World Awaits



FEATURE STORY

continued from page 5

#4 Influencer Marketing Works in B2B Environs

Just as TikTok has become a useful platform for B2B marketing efforts, influencers are no longer solely for pedaling cosmetics, fashion and other consumer goods.

LinkedIn surveyed more than 1,700 technology buyers across the U.S., UK and India to learn more about the role influencers played in shaping purchase decisions. A whopping 87% of B2B buyers are seeking authentic, expert voices to assist with their decisions.

It all boils down to trust and humanization, writes Yolanda Zaw, senior content marketing manager at LinkedIn. Whereas influencers in the consumer world primarily boost brand awareness and promote brand affinity, B2B brand influencers are experts with significant experience in their field, educators, thought leaders, entrepreneurs or even a company's own employees. Their value, LinkedIn reports, lies in their trustworthiness and the authenticity of their content.

"Where B2C influencers are tasked with bringing a 'halo of celebrity' to the brands they work with, B2B influencers need to provide a 'halo of credibility,'" Zaw states.

Zaw's tips for making good decisions regarding B2B marketing influencers:

Experts over notable names – Every industry has its well-known figures, but less-visible industry veterans are often more highly regarded. Scour your industry's reports and

conferences for analysts and speakers. And consider your own loyal customers.

Look internally – Your own team likely has knowledgeable people who can step out of their sales or marketing role to share compelling insights. Zaw reports the collective network size of a company's employees on LinkedIn is, on average, 12 times larger than a company's network.

Time it right – LinkedIn data shows that 67% of buyers engage with influencer content during the consideration and research phase of the buyer journey.

Be practical and creative about where you share – Not surprisingly, LinkedIn touts its own platform as a prime way to reach professionals making buying decisions. And that's fair. But consider stepping outside your comfort zone as well. EMarketer projected that while LinkedIn and Meta would account for 42% of B2B digital ad spend in 2024, TikTok is emerging as a contender for organic creator-based B2B marketing. Adobe and Grammarly are among the notable names that have a significant presence on TikTok.

Use a multi-format approach – Featuring influencers in blog posts, newsletters, videos, podcasts and other formats will help you reach different audiences with personalized content.

6 KEY TRAITS OF EFFECTIVE B2B INFLUENCERS



SOURCE: [YOLANDA ZAW / LINKEDIN](#)

#5

Where SEO Is Going

The million-dollar question following one judge's verdict determining that Google illegally monopolized web search (plus the filing of additional antitrust lawsuits against Google's parent company Alphabet) is what does it mean for online marketing? Appeals to the verdict mean it could be years before the full impact is clear. Increased competition from existing and new search platforms, which could result in lower pricing, is possible, but again, it will likely be slow going.

Writing for [Search Engine Land](#), digital marketer Maria Georgieva stated, "while all competitors would start with the same foundational data, they could also innovate and introduce new methodologies. For SEOs, this means we won't just be developing a single strategy but potentially 10 or 20, ensuring our websites remain competitive across all these new platforms."

Meantime, marketers who pay attention to search engine optimization are, not surprisingly, advising users to make sure AI is a primary part of every SEO strategy. A HubSpot survey of more than 100 SEO professionals showed that 73% agree that AI tools, features and solutions are an important component of their company's SEO strategy.

AI is being used to optimize websites for technical SEO and improve search engine results page (SERP) ranking. HubSpot content creator Erica Santiago [recommends using AI to:](#)

- Brainstorm topics based on your target audience.
- Find keywords for your chosen topics.
- Monitor search data to identify trends.
- Accelerate the research process.
- Generate content outlines.
- Identify opportunities to optimize content.
- Find link-building opportunities.
- Analyze KPIs such as page views, clicks and time on page.

While some AI tools can be helpful, there's a real risk in relying too heavily on them, Georgieva cautions. "If you and thousands like you are all using the same tools trained on identical data, the outcome will be mediocrity at best. Over-relying on AI can also hinder your critical thinking. A key strength of a great SEO expert is their ability to apply real-world experience, intuition and creativity to problem-solving."

Experience, expertise, authoritativeness and trustworthiness (E-E-A-T), a component of Google's Search Quality Evaluator Guidelines, will continue to be a key component of SEO success in 2025, Georgieva adds.

To create content that performs well under E-E-A-T metrics, play up the four elements of the acronym itself. Show your content is created by first-hand experience in author bios or referencing author experience in the content itself.

Demonstrate subject matter expertise through comprehensive and accurate information. Build your brand's authoritativeness

Marketing That's Simultaneously Effective and Engaging

Enterprise application software that helps businesses manage their operations doesn't immediately pique the normal person's curiosity. And yet SAP, a multinational software company, has a track record of producing engaging TV advertisements that educate and leave you wanting to learn more. From [AI cats painted in the style of van Gogh](#), to a [training failure](#), the company has clearly bought into the mindset that B2B marketing must engage an audience while informing it.

There's a place in marketing strategies for in-depth white papers and case studies, but there is also an increasing need for creativity and risk-taking. Dan Knowlton, co-founder with his brother, Lloyd, of a UK-based video and social media [marketing agency](#), recommends B2B companies dedicate 20% of their

marketing budget to trying something new. It may be a new platform, a new content form or an unconventional marketing idea.

"Those who dare to be different are the ones who will overtake their competitors," Knowlton said.

Katy French, content marketing director at Column Five, a creative agency that specializes with clients primarily in the SaaS industry, offers three tips for creating marketing campaigns that don't bore your audience:

Use humor – Lead with levity, and don't be afraid of being a little self-deprecating or making some inside jokes about your industry.

Do the opposite of what you don't like – In French's words, "zig where everyone zags." When brainstorming

fresh content, imagine the most generic approach you'd find in your industry and run the other way. [Crowdstrike's client testimonial](#) from the chief innovation officer for the City of Las Vegas starts out more like a whodunit podcast.

Be more entertaining than you need to be – Go in with a mindset that mundane will get overlooked. Good companies have strong personalities. Bring yours out – in videos, blog posts, email campaigns, podcasts, social media and however else you go to market.



FEATURE STORY

by regularly publishing high-quality content that earns coverage from other respected sites. Follow ethical content practices and provide clear contact information to establish trustworthiness.

Don't get discouraged by lower click-through rates (CTR) from organic search, experts advise. Google's addition of instant answers to queries on search engine result pages lowered CTR. More recently, Google's addition of a Search AI Overview to most searches means even fewer CTRs.

Lastly, optimizing for the user and the search intent of a query will perform stronger than focusing on keywords and promoting your own products or services. An overreliance on AI-created content will fall short in meeting E-E-A-T guidelines. SEO specialist Dileep Thekkethil, writing for SEO services provider Stan Ventures, states, "When businesses understand what users are searching for and provide them with content that answers their questions, then the business also benefits from it along with the users."

#6

Positive Corporate Culture = Caring

Establishing a corporate culture that people appreciate — one that serves as your strongest retention tool — isn't a trend in the sense that it's an emerging area of focus. Business leaders have known for a long time that making the work environment welcoming, supportive and fun is one of the most effective ways to recruit top talent, increase worker engagement and pull the best effort from people while increasing their job satisfaction.

Teams with a strong sense of shared purpose and values have a 17% increase in performance compared to teams without a strong sense of purpose and values.

SOURCE: HBR

We've known this for a long time, but surveys of worker engagement and satisfaction indicates a lot of companies aren't achieving this critical objective. In a [January 2024 poll by the National Alliance on Mental Illness \(NAMI\)](#), only 31% of employees say they are "very satisfied" with the culture within their workplace, with 45% saying they were "somewhat satisfied." Half (52%) of employees reported feeling burned out in the past year because of their job, and 37% reported feeling so overwhelmed it made it hard to do their job.

The cover story of the November/December issue of *Harvard Business Review* is headlined "We're Still Lonely at Work" with the subhead stating, "It's time for companies to take a different approach to culture."

Listen to our podcast conversations with Paul White on the power of appreciation in the workplace.



It's time (actually, it's past time) to be intentional about gauging the mental health of your workforce, truly hear and understand the response, and take steps to make improvements where they are needed. The authors of the HBR article on loneliness at work emphasize it is not a problem caused by hybrid or remote work or by a younger generation of needy employees.

To build a workplace that fosters connection, the first step is to measure loneliness among your employees. ([A tool for measuring work loneliness](#) is provided in the article.) Building slack into the workday by being properly staffed and reorganizing workflow ensures that workers have time to build the sort of strong relationships that generate trust, mutual knowledge, mentoring opportunities and overall positive feelings about work.

Build socializing into the workday. The HBR authors surveyed 1,000 knowledge workers in a cross-section of environments and those who reported being least lonely said their employers offered "a frequent and robust set of social opportunities." Free communal lunches, meetings that devote time to personal chitchat, and happy hours ranked highest among a list of social activities that promote socializing with coworkers.

Building a better work environment that promotes strong relationships and makes each individual feel appreciated begins with leadership earnestly caring about their team members. And it's not solely the responsibility of management.

"Anyone can make a difference in their workplace, regardless of their position — whether supervisors, coworkers, receptionists, managers, frontline employees or team members from other departments," write Gary Chapman and Paul White in "The 5 Languages of Appreciation in the Workplace."

Chapman and White state that improving the levels of praise and recognition received by employees was found to increase productivity and revenue between 10% and 20%. A whopping 79% of employees who leave their jobs voluntarily cite a lack of appreciation as a key reason for leaving, according to Leigh Branham, author of "The 7 Hidden Reasons Employees Leave."

So, while creating a positive work culture by showing genuine interest in workers' mental health and providing a real sense of purpose isn't a new trend, a host of recent polls and workplace surveys indicates it's an area that continues to have a lot of room for improvement and one that must be high on every manager's list of priorities. **SMM**

THE POWER OF ONE

VISIT US AT PPAI EXPO | JANUARY 14-16, 2025 | BOOTH #1225

PROUDLY
ALL-TERRAIN
Eco-Drive | Purposeful Power
PROMASTER



PROMASTER LAND UB22

CITIZEN



HUDSON
AUTOMATIC

BULOVA
BOLD AT HEART

SEASTRONG DIVER EXTREME AUTOMATIC
Swiss Diving Watch
www.alpinawatches.com



Alpina
1883 GENEVE

THE ORIGINAL SPORTS WATCH SINCE 1883

FREDERIQUE CONSTANT
GENEVE
Live your passion



CLASSICS
Elegance Luna

BECAUSE CLASSICS DOES NOT MEAN BASIC

frederiqueconstant.com

REWARD YOUR BEST WITH ICONIC BRANDS

THE POWER OF ONE FROM CITIZEN WATCH AMERICA

ACCUTRON

Alpina

BULOVA

BULOVA
CLOCKS

CARAVELLE

CITIZEN

FREDERIQUE CONSTANT
GENEVE

WWW.CWACORPORATESALES.COM

Slow Is Smooth and Smooth Is Fast

Business moves fast, and it's common for managers to encourage a sense of urgency as a means of staying competitive. The "Slow is Fast" school of thought contends that meticulousness in management doesn't mean sacrificing performance.

It's actually often the opposite, argues David Finkel, author of "Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back." In an article for Inc., Finkel states that slowing down with your team leads to stronger engagement, better decision-making and faster execution in the long run. Finkel's tips for managing more deliberately:

- **Prioritize one-on-one conversations.** Improves individual relationships with team members and shows that you value their contributions and are invested in their success.
- **Be fully present.** Multitasking can be disrespectful and counterproductive.
- **Ask more questions and offer fewer solutions.** Don't assume your role is always to be a problem-solver. Asking

your team members to think more deeply about challenges encourages them to think critically and own their course of direction.

- **Celebrate small wins.** Big victories are the byproduct of smaller successes. Taking time to [celebrate the steps that lead to success](#) boosts morale and reinforces the notion that every step matters.

The saying in the world of Navy SEALs special operations is "[slow is smooth and smooth is fast](#)." Efforts to move quickly can slow down an operation. Being more deliberate will improve quality and focus while decreasing stress. **SMM**



THANK YOU
to our digital sponsors

SMM
SALES & MARKETING
MANAGEMENT

**CITIZEN WATCH
AMERICA**

MARRIOTT
GiftCards

SONY®

To learn more about becoming a SMM digital sponsor, contact Mike@SalesAndMarketing.com