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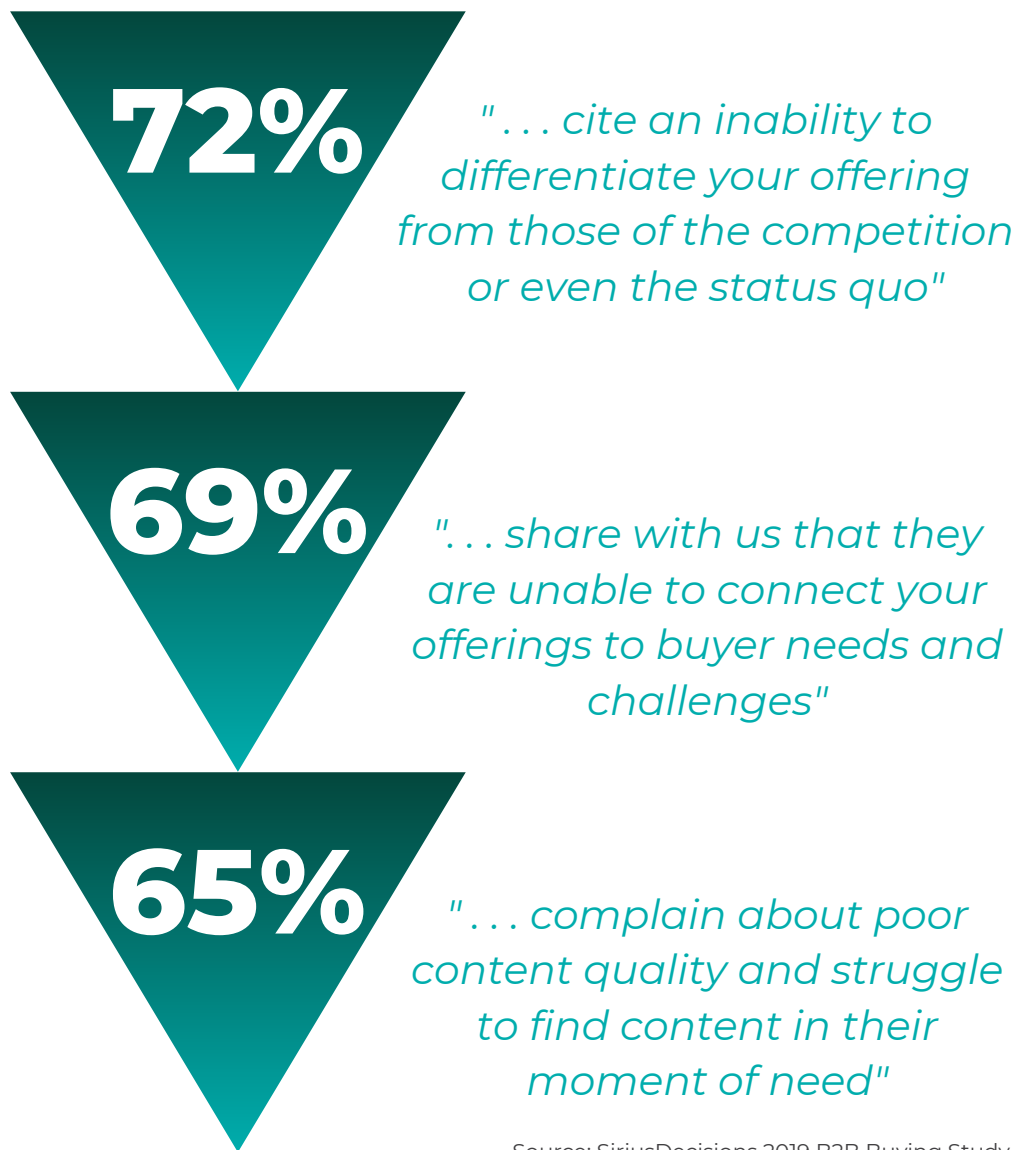
# Sales and Marketing Effectiveness in a Digital World Webinar

In case you missed it—  
A brief overview of the topics  
discussed during our webinar,  
hosted by Tami Marek-Loper,  
featuring Guest Speaker Dara  
Schulenberg

# Challenges

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To begin the discussion on Sales and Marketing Effectiveness in a Digital World, guest speaker Dara Schulenberg set the stage by sharing the top challenges reported by sales professionals.



Source: SiriusDecisions 2019 B2B Buying Study

The impact of these challenges on the buyer's journey ranges from single stage to every stage throughout the cycle.

*"These challenges represent a significant opportunity to better align our resources and our investments and reach those buyers."*

—Dara Schulenberg, Principal Analyst Forrest SiriusDecisions

# Myth vs. Reality

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Better alignment of resources and investments requires removing the myth from B2b buying and committing to the realities. Dara continued her part of the presentation by debunking myth and demonstrating reality.

## Myth

**there is one single buying journey and that it is a linear process**

**buyers show preference for digital first and sales is being disintermediated by digital.**

**buyers don't engage with sales during the early stages of the buying journey**

**all buyers are similar enough that we can use the same demand generation program for everyone.**

## Reality

each buyer has unique needs and preferences and there are three common and distinct scenarios of buying behavior: individual, consensus, & committee.

buyers engage in both digital and human to human interactions throughout the entire buying process.

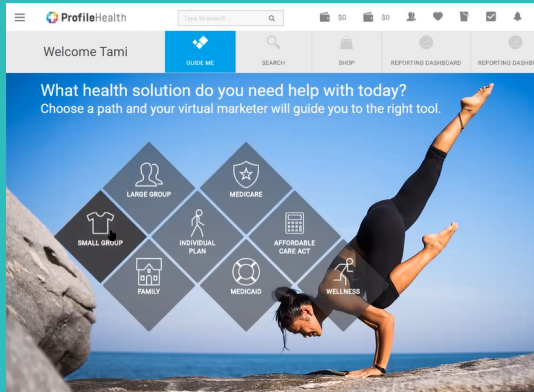
the sales rep is an important influencer in the purchase decision and this is consistent regardless of where the buyer enters the sales journey.

B2B and B2B2C buyers expect highly predictive, targeted, and meaningful content experiences in each engagement. We must recognize the journey of one persona will differ from the journey of another even within the same buying committee.

# Implementation

Walk your salespeople through the journey of finding the right piece of content or the right tool to use in the next conversation that they're going to have with their customer.

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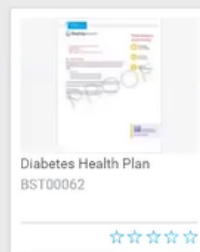
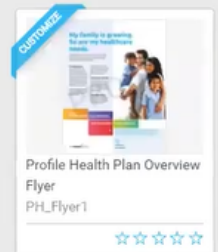
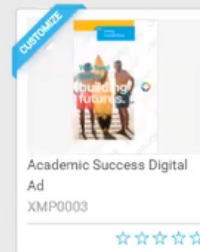
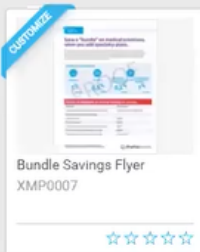


3.



4.

Flyer



*"narrow down six pieces of content out of a thousand in less than a minute"*

—Tami Marek-Loper, Chief Visionary Officer,  
The Marek Group

To see and hear what other insights Tami and Dara had to share, [view](#) the complete webinar on demand