

THE TREND

## THE DIGITAL SALESPERSON

Orienting your website to provide the level same types of services your best sales people provide

### THE BENEFIT

- Greater engagement
- Faster time to conversion
- Less abandonment
- Maximization of resources

### OBJECTIVES

- Greater buyer journey coverage
- Faster time to what matters
- Pivot to keep customer engaged
- Building of a relationship

### ACTION ITEMS

- Evangelize the digital salesperson
- Digital salesperson gap review
- Digital salesperson optimization plan
- Quick win vs. long play plan

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## FRICTIONLESS FLOW

Remove friction from the buyer journey

### THE BENEFIT

- Higher return on investment and effort
- Greater down demand funnel conversion
- Greater trust and loylaty
- Right effort on the right priorities

### OBJECTIVES

- Faster time to positive outcomes
- Reduce bleed from the buyer journey
- Buyer to company alignment
- Reduction in wasted effort

### ACTION ITEMS

- Right outcomes to investment review
- Analyze current "bleed out" buyer journey
- Review company vs. customer goals on key pages
- Review roadmap investments compared to customer priorities

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## PERSONALIZATION

Personalize interactions to the right buyer persona, industry and technology

### THE BENEFIT

- Higher levels of engagement
- Higher levels of conversion
- Greater share of voice
- Maximization of resources

### OBJECTIVES

- Create personalized interactions
- Create personalized calls to action
- Subject matter authenticity
- Leverage right assets in the right time and place

### ACTION ITEMS

- Assess personalization capabilities
- Assess ability to create personalized CTAs
- Identify SME and existing content readiness
- Identify content/data system readiness

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## B2C COMING TO B2B

Leverage B2C capabilities in your B2B mix

### THE BENEFIT

- Improve engagement
- Build trust and differentiation
- Increase conversion
- Drive user farther down the buyer journey/demand funnel

### OBJECTIVES

- Leverage B2C proven capabilities
- Capitalize on user familiarity with B2C
- Provide better user experiences
- Improve buyer journey flow

### ACTION ITEMS

- Assess what B2C capabilities to leverage
- Analyze where B2C capabilities best fit into your buyer journey
- Prioritize which B2C capabilities to leverage first
- Measure where there is bleed out of the buyer journey and where B2C can help