The Digital Buyer: How to Shift your Strategy

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Customer Success Advantage
Land and expand drives durable growth

Incremental Revenue

<table>
<thead>
<tr>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
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<td>26%</td>
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<td>74%</td>
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<td>57%</td>
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<td>43%</td>
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New Logos: Red
Installed Base: Blue
New products into installed base: Green
Additional seats, upgrades, and SELAs into installed base: Light Blue

Note: Proportions based on sales during trailing twelve months ended July 31, (fiscal Q2) as of the fiscal years noted. Data excludes amounts from recent acquisitions, including Domonkos and MuleSoft.
But buyers disagree

According to a McKinsey study carried out about six months into the pandemic, B2B buyers are becoming increasingly happy with a virtual buyer journey:

20-30%

Only 20-30% of B2B buyers globally ever want to interact with sales reps in-person again – even in a post-Covid world

97%

97% of B2B decision-makers are happy to make purchases through a wholly digital buyer journey

Source: McKinsey Survey, August 2020
G2 Total Sessions by Quarter

Source: Google Analytics; Jan '15 - Mar '20

12 Month Traffic Growth

Source: SimilarWeb May '19 - April '20
45% of B2B buyers engage with sales only after they have made a purchase decision

G2 Buyer Behavior Survey, 2020
### Traditional Selling

I. Limited time spent in understanding buyer’s needs and lack of insight into the buyer circle leads to inefficient targeting

II. Lack of personalized outreach while prospecting is less likely to earn a response

III. Cold calling to qualify leads tends to be more time consuming and less successful

IV. A push strategy with a standard sales script is a missed opportunity to build trusted relationships with customers

V. Lack of technology tools leads to longer sales cycles and multiple follow-ups

### Modern Selling

I. Prioritize accounts with high fit based on growth potential & latest company updates

II. Absorb all available prospect insights; find commonalities and deliver value up-front

III. Track the customer journey to develop data-informed view of individual prospects

IV. Leverage the full extent of your professional network through warm introductions & master the art of multi-threading

V. Adopt sales enablement tools to engage with qualified leads, help accelerate the sales cycle and make negotiation & close easier for customers
Key Takeaways

“What is one thing you’ve done on your teams in the last 12 months around these topics?”

Henrique:

Providing a CSM to every customer.
Doing this regardless of spend and really focusing on driving the highest possible value to our customers is worth the investment. The impact on our long term revenue growth goals is substantial with every incremental percentage point of net retention.

Isabel:

Extra effort behind which companies are a fit for our digital selling solution.
We have experienced a boom in the manufacturing and pharmaceutical industries, for example. And some customers that at the beginning of the pandemic were hit strongly, came back.