

# Digital Selling Guide To

**Predictably Win More Deals**

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**SALESHOOD**

# In this eBook

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Buyers are increasingly researching, evaluating, and making purchasing decisions online. Implementing digital selling is the key to meeting buyers where they are and boosting your win rates. Data from Gartner shows that by 2025, around 80% of B2B sales interactions between buyers and sellers will occur through digital mediums.

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**80%**

B2B sales interactions between suppliers and buyers will occur in digital channels.

**Gartner**<sup>®</sup>

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Digital selling is the process of using technology to support and enhance sales interactions across channels. As buyer behavior changes, sales teams must adapt and align with how modern prospects make decisions. This form of selling, enabled by technologies like Client Sites, brings new opportunities to center stage.

**This eBook will make the case for digital selling and provide clear strategies to help sales organizations succeed in our digital-first world. You will learn:**

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- The benefits of digital selling and why it's critical now.
  - How to create high-impact Client Sites to engage modern buyers.
  - Tactics to prospect more efficiently with Client Sites.
  - Ways to nurture leads by sharing valuable content through Client Sites.
  - How to use Client Sites data to gain customer insights.
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**With the strategies in this playbook, you can empower your sales team to embrace digital selling, improve buyer relationships, and close more deals.**

# The digital imperative for sales teams

How did we arrive in the age of digital selling? For many years, buyers had limited options to conduct research independently. Reps held the power through tightly controlled content distribution and information sharing during in-person meetings.

Today's buyers have access to many more information sources. In fact, research from Gartner reveals that 75% of B2B buyers prefer a rep-free sales experience. Still, self-service digital purchases are also far more likely to result in purchase regret, so sales teams need to find the right combination of human and digital interaction.

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**75%**

B2B buyers prefer a rep-free sales experience.

**Gartner**

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# The digital buying process

It's clear that digital is more important than ever, but what does the buying process actually look like? The reality is that the buying process is no longer linear. Instead, according to Gartner, there are four buying jobs that organizations must complete before a purchase.

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- 1. Problem identification:** The buyer recognizes a challenge or opportunity. This recognition may stem from external forces like competition or internal forces, like a pain point their organization is experiencing.
  - 2. Solution exploration:** The buyer narrows down their list of vendors and solutions by exploring specific solutions in-depth. They're downloading content like white papers, viewing product demos, and reading reviews.
  - 3. Requirements building:** The organization also needs to decide what they want the solution to do. They'll determine what features and capabilities they must prioritize to solve their problem.
  - 4. Supplier selection:** Through proposals, demos, trials, and reviews, the buyer selects a final vendor before entering contract negotiations.
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These digital activities make up the majority of prospect engagement. However, many organizations don't have the systems or processes in place to meet the needs and expectations of modern buyers.

# Five benefits of leading with Digital Selling

**1. Increased efficiency:** With a self-service education channel, buyers can learn about solutions when and where they want. This way, sales reps can prioritize having more strategic conversations and work on relationship building.



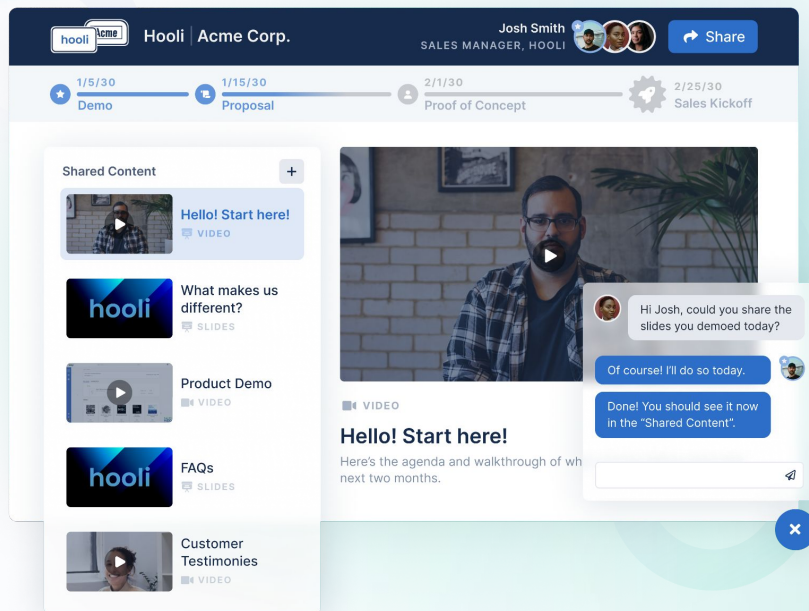
**2. Enhanced sales intelligence:** Digital insights provide a window of opportunity for personalization that sellers wouldn't otherwise have. Data gives sales reps more context for engaging leads and potential customers.

**3. Shorter sales cycles:** When sales teams engage buyers through the right digital touchpoints that connect with how they research purchases, they keep their interest. This reduces the risk that a buyer disengages or explores competitors. By guiding buyers through an on-brand digital journey tailored to them, sales teams can accelerate deals toward a close.

**4. Improved win rates:** Sales teams aligned with the digital buyer journey set themselves apart from the competition. Their knowledge and alignment with buyer expectations builds credibility and establishes the sales rep as a trusted resource. All of that comes together to make buyers more likely to choose to work with that sales team.

**5. Better buyer experiences:** These digital channels empower buyers to educate themselves at their own pace. This gives them a sense of control over the research process, while still showcasing the sales organization's subject matter expertise.

# Create high-impact Client Sites



Client Sites, also called Digital Sales Rooms, provide a powerful technology solution for enabling digital selling. They support digital selling initiatives by providing a means of giving buyers the information they want and need in one place. But to maximize value, there are best practices for your team to follow.



# Best practices for creating Client Sites

Not sure what elements to include in your digital selling strategy? Keep these tips in mind when putting your Client Sites together.

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- 1. Maintain brand consistency:** Nearly all potential customers expect to have a similar experience with your brand across all platforms, but fewer than 10% of B2B companies say their branding is very consistent. Use approved templates, content, and messaging to build trust.
- 2. Personalize the experience:** Customize the digital Client Site to make a good impression. Try recording short intro videos for each site welcoming prospects by name and customize content recommendations based on the target persona. Including personalization shows potential buyers you value them and their time.
- 3. Facilitate self-navigation:** Organize content intuitively by buyer role, product category, or solution. Also pay close attention to the navigation options you include, like menus and quick links. Making information easily accessible is critical to ensuring your Client Sites are useful.
- 4. Curate relevant content:** More information isn't always better, especially when your buyers are self-educating. Only share content like demos, articles, and resources that directly relate to the buyers' needs or interests. Taking the time to curate content shows that you understand their pain points.
- 5. Drive engagement:** Interactivity results in higher prospect engagement. You can incorporate interactive elements like calculators, assessments, and animated graphics. This will make it easier to capture buyers' attention.

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# Common components of Client Sites that drive results

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- Biographies and contact information on the sales team
  - Product brochures and data sheets
  - Pre-recorded product demos
  - Customer testimonial videos and case studies
  - Pricing models ROI calculators
  - Self-scheduling for appointments
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With these kinds of components, Client Sites become a destination where buyers can find everything they need to make confident decisions. While many people see how digital selling and Client Sites will help with specific stages of the buyer's journey, many top performers are extending the applications. Take a look at these use cases.

# Prospecting with Client Sites

Prospecting is essential for driving new pipeline opportunities. But generic mass outreach often delivers less than stellar results. By developing tailored sites for specific campaigns and sharing via personalized outreach, sales teams can more than double their reply rates.



It's a win-win. Client Sites add value for prospects because they provide a personalized experience. Sales teams see those better reply rates and also get valuable data to inform future interactions.

Need some action steps to add Client Sites to this part of your strategy? Here are best practices for prospecting effectively with Client Sites:

## **Create targeted templates**

Develop Client Site templates for common prospecting campaigns. For example, if you often attend events where you meet potential buyers, create Client Sites that align with what you share or speak about. This connects the dots between in-person and digital.

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## **Offer Value**

Build out your prospecting sites with a variety of consumable content that will position your solution as the best choice. This will vary based on your campaign but may include assets like:

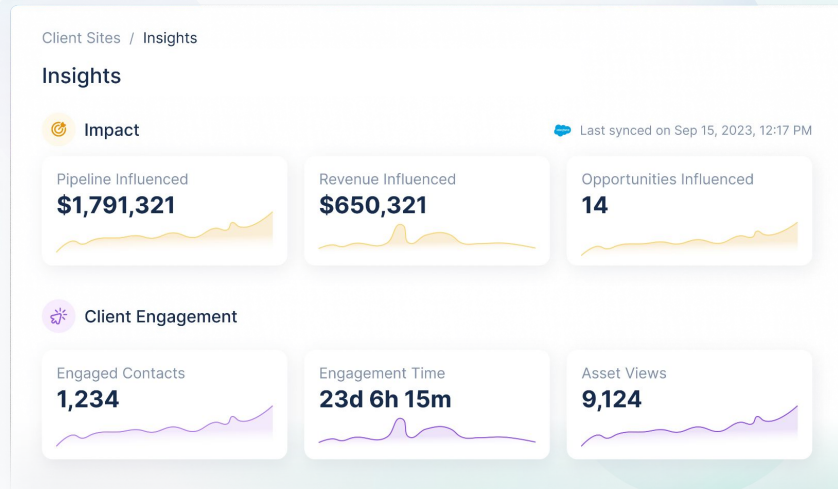
- Educational content: Whitepapers, eBooks, or webinars
  - Interactive tools: ROI calculators, quizzes, or product comparison tools
  - Testimonials and case studies: Success stories from other clients
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## **Track engagement**

Every click, scroll, and interaction on your Client Site tells a story about where buyers are in their journey. Monitor prospect engagement through the site analytics. See who's downloading your assets, watching videos, or using calculators to understand what they're most interested in.

By sharing personalized sites tailored to prospect interests, you can break through the noise to start meaningful conversations.

# Gain sales insights from Client Site analytics



The engagement analytics you get from Client Sites deliver unprecedented visibility into prospect behaviors throughout the buying journey. Reviewing Client Site analytics allows sales teams to answer critical questions like:

- Who are the key influencers and decision-makers?
- What content resonates most with this prospect?
- Where are they getting stuck or needing help?
- When do they accelerate progress or engagement?

Here's a closer look at how you can drive value from these analytics and use data to better inform your process.

## **Identify buying team members**

See all individuals accessing the site across an organization. When there's a lot of site activity, make note of the user(s). It's important to know who the decision-makers are, so you can reach out to them at the right time.

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## **Map interests to content**

Every buyer is different, and so are their interests. Review content consumption trends and note which assets prospects focus on. That way, you can tailor messaging to their needs during meetings or in your follow-ups.

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## **Pinpoint knowledge gaps**

Note where prospects repeat or linger on content. For example, if a buyer keeps looking at a specific solution brief with technical details about your solution, they may have questions about how what your company offers will work for them. Reach out proactively.

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## **Incorporate sales AI**

Sellers can gain an information advantage to start meaningful conversations and advance opportunities without adding hours to their workload, thanks to AI. This technology helps to make sure nothing falls through the cracks. By automating labor-intensive processes, your sales professionals can be free to focus on the work they do best.

## Engage prospects with Client Sites



Client Sites are also helpful for moving leads through the sales funnel by maintaining engagement between prospect meetings. When done right, Client Sites prevent leads from going cold by providing ongoing access to valuable sales resources. Client Sites are also an excellent method to engage prospects across all the stages of a sales process.

Let's explore some ways you can use Client Sites to improve your sales qualification and buyer engagement processes.

## **Pre-meeting best practices**

Ahead of initial prospect meetings or calls, share relevant sales materials through Client Sites:

- Send pre-read assets in advance to set the context.
- Provide access to on-demand product demos and presentations.
- Record a video welcoming them to the site and outlining meeting objectives.

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## **Post-meeting best practices**

Client Sites power personalized follow-ups after you have an interaction. Add these elements to your Client Sites to get the conversation going.

- Share official meeting minutes, recordings, presentation decks, and referenced materials.
- Provide access to customized proposals, pricing documents, and deployment plans.
- Continue uploading relevant content as buyers are in the decision stage.

Sales teams accelerate opportunities by keeping prospects engaged across long evaluation cycles by leveraging their Client Sites throughout the buying process.



# Close deals faster with Client Sites

In the final stages of a sale, Client Sites enable sales teams to make it as easy as possible for buyers to get to yes.



**Let's explore Client Site best practices when your team is working to close a deal.**

## **Develop mutual success plans**

Collaboratively build out detailed success plans with buyer executives documenting metrics, milestones, and meetings required post-sale. This drives alignment on your mutual objectives.

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## **Share final legal documents**

Rather than exchanging multiple versions of contracts over email, share all final legal documents required for sign-off on your Client Site. This simplifies legal review and approvals.

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## **Add implementation assets**

Include post-sale implementation resources like deployment plans, guides, end-user training videos, and support contact information to reduce churn.

By giving buyers the digital tools and resources to fully vet solutions and create alignment, sales teams can dramatically shorten decision cycles and reduce risk.

# It's your turn to implement Digital Selling with Client Sites

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Client Sites provide a proven platform for sales teams to meet modern buyers on their terms and engage throughout their purchasing journey.

Want some help along the way?

The SalesHood platform is designed to equip your team with everything they need to engage buyers effectively and close deals faster.

**[Request a demo here.](#)**