

SHERPA

Human touch in the Buyers' Journey: enabling your blended Sales and Marketing team

For you to better support your prospects while they progress through their buying journey, you need to ensure your blended sales and marketing team are offering the human touch prospects need.

Here are four key activities for your blended team to ensure they offer the best value to prospects:

50% of your prospects are not a good fit for what you sell¹.

1
Speak to your prospects directly to get an understanding of their situation, pains and how your solution could resolve their issues

Companies deliver more value when they can answer each prospect's individual pain points.

2
Reach out to prospects within an hour of them interacting with your website.

Following up with prospects by delivering added value and insight as soon as they download content or submit a request on your website can significantly increase the response rate, which in turn translates to increased sales and revenue.

74% of deals are awarded to the company who was the first to reach out to offer value and insight².

83% of consumers require some degree of support while making an online purchase³.

3
Deliver value and insight with relevant marketing content and a centralised record of prospect activity.

In our multi-channel world, it is more important than ever to have a centralised source, detailing your prospects' interactions to provide value in line with the existing data on each prospect.

4
Don't give up!

If reaching the key decision makers or desired contacts proves difficult, it is tempting to give up. However, continuing to provide valuable content in emails, social posts, etc. will help guide them through their buying journey.

18 calls on average are required to reach a buyer⁴- this can increase depending on their job role, especially for c-suite prospects.



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¹ Hubspot
² InsideSales.com
³ eConsultancy
⁴ Hubspot