

3 ways to help sellers sell more in 2023

Despite the expected wobble in the economy, teams responsible for revenue will be expected to hit EVEN HIGHER goals than last year. Out with the old and in with new, friends: Here are your FY23 sales goals!

The good news is that marketers play a big role in helping sellers and account teams make their numbers faster and easier—especially in times like this. Here are three painless ways to help sellers sell more. Let's do this!

01 Promote usage

It's counterintuitive to sellers that usage sells more—but it does. Today, customers need to ensure they're getting value from existing investments, and you can help. Illustrating usage value of products/services can also help drive future investments. Here's how...

Build a usage campaign that

- Highlights several examples of innovative usage
- Illustrates how people get value out of starting with a product/service
- Includes tips/tricks to get greater value from existing investments

02 Treat a strategic deal like a product launch

Successful technology product launches make use of compelling marketing and creative storytelling. Approach big opportunities like you'd execute a product launch and give sellers some cool tools to use. Here's how...

Create sales tools that include



Compelling narrative. What's the big story to tell/sell? Write a fictitious article describing the breakthrough customer outcome—and share it with your customer.

Make it personal. Translate use cases into day-in-the-life stories of your customer using your product/service.



Go viral. Create a 60-second animated video that summarizes the pitch and key benefits—and share it with your customer.

03 Simplify collecting and sharing successes

Since we're in the "Do more with less" era, let's make collecting and sharing successes easier.

Here's how to improve the process

Build a simple online form to track wins in the moment. Get accounts to submit wins and successes when they happen. Collect and use them in communication with your customer.

Include wins/stories/successes in QBRs. Customer QBRs often contain operational information. Why not pepper in some human-focused successes like regular employees' success using your product/service?

Create internal success graphics. Getting a customer to agree to an external-facing case study is challenging. Instead, create success infographics and content to share internally with other potential customers within the account.



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We can help!

Contact us if any of these ideas pique your interest. Or let us know what challenges your sellers are facing, and we'll brainstorm ideas to help them move the needle. Just like you, in 2023, we're in it to win it!

Get in touch

