



# Adopting a Digital Mindset in B2B Sales.

The Future of B2B Sales,  
Digital Selling Guide.

**BoostUp** 



# Table of Contents

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## 03

Introduction:  
COVID's Impact  
on B2B Sales.

## 04

Remote Sales  
Management in  
the Digital Era.

## 06

Sales in the  
Digital Era.

## 08

The Future of  
B2B Sales.

## 09

Enablement and  
Sales Operations  
Role in B2B Sales.

## 10

BoostUp's  
Perspective.

## 11

BoostUp's Role in  
Digital Sales.



# Introduction.

## COVID's Impact on B2B Sales.

### The future of B2B sales is now present.

B2B Sales has changed dramatically due to COVID and the impacts that it has had on the workforce. It also seems that those changes are here to stay. Now, most or nearly every interaction between you and your sales team are remote. Every touchpoint takes place digitally. Revenue teams, including sales, are having to find new ways to interact with each other. You can no longer simply stop by your sales rep's desk or meet face-to-face unless you count digital, video interactions using applications such as Zoom.

This back and forth communication and interaction are just not present internally among sales and revenue teams, but also with your prospects and customers.

Again every interaction is done using digital channels, and email selling is becoming even more present and effective. Not every decision is strictly made digitally face-to-face; email selling is present and even more critical than ever.

This transformation has led to a shift in the role of sales reps. [Gartner](#) has found that 60 percent of B2B buyers use digital channels throughout the buying process, and spend only 17 percent of their time meeting with suppliers versus 27 percent of their time research on their own. Sales reps are no longer the only channel B2B sales, they are simply a channel.

60 percent of B2B buyers use digital channels throughout the buying process.



# Remote Sales Management in the Digital Era.

When we think of remote selling, we look at it from an internal perspective, meaning how internal sales and revenue teams interact, what challenges they face, and how they can overcome those challenges. New trends and themes are becoming ever prominent in this era of remote selling.

## **Need for increased digital skill-sets across the sales team.**

With increased digital skill-sets, sellers can more effectively adapt to changes in the buying environment.

## **Remote selling and the need to be connected.**

Sales and revenue teams need tools that connect the buying team and selling team. They need a tool that provides them visibility into all activity and engagement. These tools are new, yet consolidated, tools that help them be more effective and overcome tool fatigue.

**\*96% of B2B sales teams have fully or partially shifted to remote selling.**

## **Remote teams and the need to be connected.**

Sales and revenue teams need to create accountability and transparency in the sales process. They need to maximize team productivity and enable sales coaching opportunities.

\*2020 McKinsey & Company Report.

70 to 80% of B2B decision-makers now prefer remote or digital sales. Nearly 90% believe that digital selling will be a fixture throughout 2021 and beyond.

**Transparency and the need to drive predictability.**

Sales and revenue teams need to drive predictability in the sales process with visibility into activity, engagement, and risk with predictive-AI guidance that drives forecast accuracy and reliability.

**\*89% expect remote selling to be here for the long haul.**

**Importance of post-sales and account management.**

More than ever, companies need to eliminate customer churn and put a heightened focus on customer satisfaction and retention – and enable the account management team to be successful. The transition of opportunity details is a critical hand-off to account management and customer success teams.

**\*79% prefer video to phone when meeting with others internally.**

**Remote selling and preventing sales churn.**

Remotely selling puts both new and experienced sales in a position that may be new to them. They need tools that enable them to be successful, track activity, and provide intelligent insights. Maintaining account knowledge is critical as sales churn increases YoY.

**Build a future-forward sales technology roadmap.**

The need to invest in technology to support your team digitally with AI and automation tools that execute basic tasks, detect buying signals, and predict business outcomes. Provides sales with actionable insights to execute better.

*\*2020 McKinsey & Company Report.*



# Sales in the Digital Era.

B2B sales have changed dramatically in the last few years, with COVID being a significant catalyst for change, and that change is here to stay. Before COVID, many sellers across many industries relied upon high touch behaviors, such as in-person meetings, lunches, events, and more – to close deals. Critical touches in the buying cycle are now done digitally and, more importantly, digitally-first. Sellers are now almost exclusively closing deals digitally.

According to a recent [2020 McKinsey report](#), 70 to 80 percent of B2B decision-makers now prefer remote or digital sales. And nearly 90 percent believe that digital selling and these new go-to-market sales practices will be a fixture throughout 2021 and even beyond, even as the pandemic subsides and eventually goes away.

We see many changes occurs in the past few years and even more so in 2020 and extending into 2021 that include:

## **Buying team has increased.**

Buying teams have expanded with the evolution of digital selling. It is easy to add more stakeholders to a meeting or call since the discussions are taking place in digital channels, such as Zoom. Sellers must be able to manage a larger buying team. A larger buying team can often extend the sales cycle.

## **Email is now a critical selling tool.**

Traditionally email had been used as a way to communicate, identify agenda items, and schedule meetings. Today, email is becoming a crucial part of the selling process. This had led sellers to think of and use email differently than in the past.

*27% of B2B buyers' time in the buying process is spent researching independently online.*

## **Buyers are more educated and informed.**

Buyers are becoming more and more informed before engaging with the selling team. Buyers perform more independent research on various websites and B2B review sites and therefore have a better understanding of the product, its features, perceived value, and weaknesses. Customers are rewarding rich virtual buying experiences.

**Buyers are one-third of their way into the buying process by the time they first engage sales.**



"As customers increasingly learn and buy digitally, sales reps become just one of many possible sales channels. Because of this, sales organizations must be able to sell to customers everywhere the customer expects to engage, interact and transact with suppliers."

Christina Gomez  
Managing Vice President, Gartner

### **Buyers are less reliant on sales early in the sales process.**

Buyers now rely heavily on digital channels, such as the vendor's website and G2 reviews, to answer important questions that were typically left for sellers to answer.

In a [2019 Gartner B2B sales survey](#), buyers were asked where they go to answer questions around problem identification, solution exploration, requirement building, and validation, and it was a near-tie between sellers and website channels.

### **Greater emphasis on a dedicated, digital sales process.**

Each deal is more critical than ever. There is increased competition, and buyers are likely more tight with their budget. A dedicated and digital sales process and qualification methodology are needed to ensure alignment between buyers and sellers.

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There is a greater emphasis on following a process, like MEDDIC, to ensure deal progression and equally important know when to opt-out of a deal because your software is not a great fit. The sales process must be tracked digitally and be easy to update to ensure compliance with the process and ultimately adoption.

Buyers spend 45%  
of their time  
researching  
independently.



# The Future of B2B Sales.

## The need to align people, processes, and technology together.

Due to competition, the shift to digital selling, and the growing complexity of B2B sales, organizations need to invest in the alignment of their people (buyers and sellers), processes, and technology together.

This rise in digital interactions will lead to a greater alignment between people, processes, and technology that will likely render traditional sales models and sales tools less reliable over time.

Yes, at some point, dinners, events, and face-to-face meetings will come back. Sellers will be traveling again, but that doesn't change this need. To stay relevant and drive predictable revenue, sales leaders must adapt to a sales model that optimizes digital interactions.

While the shift to digital selling has happened due to necessity, there is a single part that will stay.

Sales data has proven to be invaluable in increasing sales performance and effectiveness. So much so that 60% of organizations will transition from experience-based selling to data-driven selling by 2025, according to a recent Gartner report. Now, sales will no longer be driven by intuition but by data.

Organizations will need to invest in revenue intelligence software to align their people and processes with technology. This alignment helps sellers make informed decisions, provides them with data and analytics that help them close more deals, and processes that make them more efficient

**The time is now. What are you waiting for?**

60% of organizations will transition from experience-based selling to data-driven selling by 2025.





# Enablement's Role in Remote and Digital Selling.

Enablement and Sales Operations must align their work towards the same goal to have successful business metrics – generating new revenue and preserving existing revenue (i.e., renewals and upsells).

That's why concentrating on this core result; driving revenue is the number one priority for Enablement and Sales Operations. Their goal of aligning people, processes, and technology is critical to an organization's success.

Enablement and Sales Operations introduces a new layer of trust and credibility that enables companies to thrive in a rapidly complex and ever-changing digital landscape.

Embracing an Enablement and Sales Operations strategy helps unify people, processes, data, and technology across the entire GTM team.

As B2B selling becomes almost complete digital, it is time to create a function charged with ensuring your business runs in the most effective way possible.

This requires aligning your sales, marketing, customer success teams, technology stacks, and processes across the company.

**Who in your organization is tasked with the growing challenges facing remote sellers in this digital environment?**

**If it's not Sales Enablement or Operations, then who is it?**

30% of these organizations see measurable improvements with their GTM efficacy from RevOps.

\*[Gartner Report.](#)



# Our Perspective.

As previously mentioned, any organization's number one priority is maintaining their current customers, growing their customer base, and driving predictable and repeatable revenue. As we think of digital selling in the remote era, and as we think of the Enablement and Sales Operations function, there needs to be a heightened awareness of what tools are available to enable success.

B2B organizations must look towards a single RevOps or Revenue Intelligence platform to achieve Revenue Excellence in this dynamic digital selling environment.

We believe that today's B2B revenue teams need a singular unified system to do their work, collaborate around data, get insights, and execute on numerous use cases.

As sales and revenue operations become more strategic, a dedicated command center, from marketing to sales and post-sale, is what's needed to improve and optimize the entire revenue execution.

Today's sales tool market is extremely dis-aggregated, which has resulted in sales-stack inflation and low adoption across a myriad of tools. A lack of unification across data and tools means most sales teams are stuck with generation one fragmented technologies.

Adopting an all-in-one Revenue Intelligence platform is an essential requirement for thriving B2B organizations how are looking for a platform built around the customer lifecycle.

One that brings together the entire revenue team together, from sales reps, front-line managers, sales leadership, operations to customer success teams into a single platform that connects all your sales conversations and activities together to assess risk in your deals, accounts, pipeline, forecast, and seller behavior.

With remote and digitally selling here to stay, it's time to invest in an all-in-one Revenue Intelligence Platform.

“Our mission is to pull the revenue industry forward with the most accurate, complete, and insightful revenue intelligence platform on the market.”

Sharad Verma  
CEO, Co-Founder, BoostUp



# BoostUp's Role in Digital Selling.

At BoostUp, we believe the revenue process is the most important business process for any B2B organization. That's why we've built the first complete, accurate, and actionable revenue intelligence on the market, purposely built to the digital selling era.

BoostUp helps companies improve efficiency, predictability, and growth across the entire sales process to achieve revenue excellence. BoostUp provides revenue teams complete visibility and transparency into their business and sales process, drives process excellence, and identifies risk and opportunity in the pipeline while improving forecasting rigor and accuracy. This drives team efficiency, leads to a high-performing sales team, and boosts sales execution and revenue.

## 1 Drive front-line performance with digital intelligence.

Save \$1M+ a year by identifying at-risk deals, early and often, to prevent deals from slipping. Instantly focus on the right deals, see all activity associated with each opportunity, and quickly identify the best next step to progress the deal forward. No more navigating to your CRM to make updates. Reps and managers can quickly and easily manage their opportunities, update as needed, and with real-time CRM sync, your CRM is always up to date.

The screenshot displays the BoostUp software interface. At the top, there are tabs for 'OPPORTUNITIES' and 'RECOMMENDATIONS'. Below this is a search bar and a 'Primary Action' button. A summary row shows five key metrics: Booked (60 deals) at \$5.2m, Commit (28 deals) at \$2.3m, Best Case (78 deals) at \$6.28m, Pipeline (146 deals) at \$9.9m, and Total (206 deals) at \$15.7m.

The main section is titled 'OPPORTUNITIES (146)' and contains a table with columns: Deal name, Account, User, Engagement risk, Forecast risk, Category, Stage, Deal amount, Close date, and Next step. A tooltip is open over the 'Forecast risk' column for the 'Acme Sales' deal, showing a score of 72 (High) and a list of insights: 'Recent negative sentiment from the Decision Maker (CIO)', 'Multiple pricing & budget objections mentioned last week', 'Weak relationship with IT', 'Only 2 strong relationships with a Director & End user', and 'Legal is disengaged for last 2 weeks'. A 'View deal insights' link is at the bottom of the tooltip.

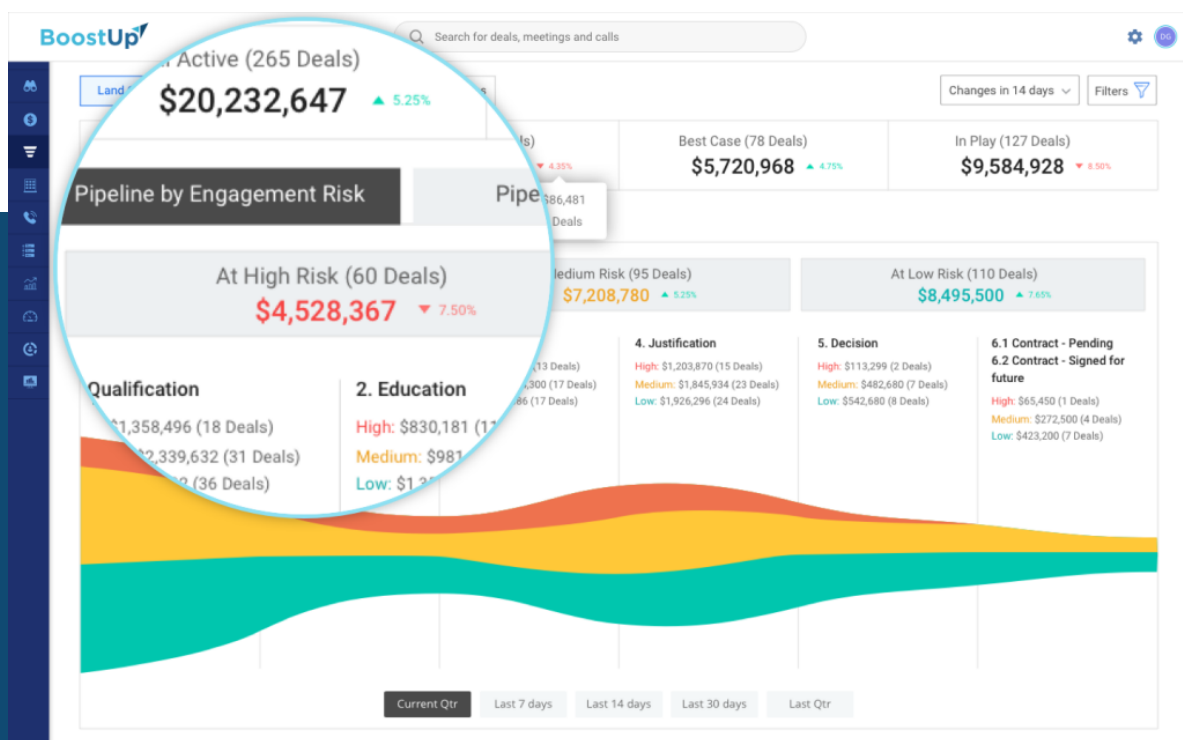
Deal name	Account	User	Engagement risk	Forecast risk	Category	Stage	Deal amount	Close date	Next step
Acme Sales	Acme Inc.	Janice Caston	90 High	72 High	Commit	Decision	\$175,000	31st Dec '20	Jason is leading
Sterling Cooper	Sterling Coper	Gonzalo Garcia	1 Low				\$140,000	20th Nov '20	10/13: pilot proc
Gekko & Co	Gekko & Co	Janice Caston	63 Medium				\$135,000	17th Nov '20	Ben to organize
Hooli	Hooli Inc.	Gonzalo Garcia	9 Low				\$120,000	27th Nov '20	Chris does not
Wonka Industries	Wonka Industries	Janice Caston	40 Low				\$115,000	31st Dec '20	10/17 - need to
Wayne Enterprises	Wayne Enterprises	Gonzalo Garcia	16 Low				\$110,000	20th Nov '20	- all manager tr
Duff Corp Sales	Duff Corp	Gonzalo Garcia	28 Low				\$110,000	17th Nov '20	- Security eng
Bubba Grop	Bubba Gump	Janice Caston	43 Low				\$100,000	27th Nov '20	Stay in touch w
Oscorp	Oscorp	Janice Caston	61 Medium	32 Low	Commit	Negotiation	\$95,000	31st Dec '20	- Zuora - make



## 2 Obtain accurate and reliable forecasting.

Land within 5% of your forecast for more reliable and accurate forecasting. Built for every step in your forecasting process, from weekly submissions, manager 1:1s, forecast meetings, forecast analysis, pipeline reviews, and quarterly business reviews.

- **Weekly Submissions:** Submit forecasts, overrides, exclusions, and create reminders and alerts for follow-up.
- **Forecast Meetings:** Review all team forecast roll-ups. Discover what changed since the last forecast meeting and why.
- **Forecast Analysis:** Historical and predictive metrics to assess where you'd land and deal by deal analysis.
- **Pipeline Reviews:** Measure your current and next quarter pipeline coverage and health based on the lack of engagement.
- **QBR Meetings:** Review forecast accuracy and leverage sales analytics to learn win/loss patterns.

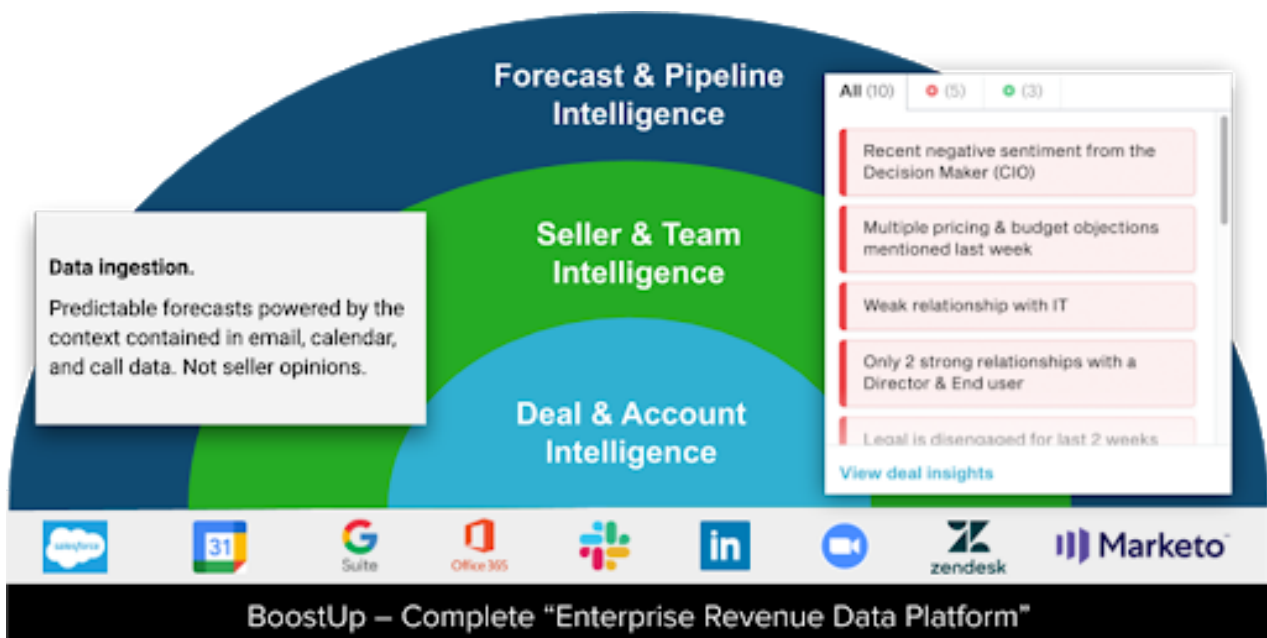




# 3 One platform for the entire revenue team.

BoostUp connects all roles and insights together into a single, connected, flexible, and time-series data platform. Complete digital intelligence is available to help your revenue team drive predictable revenue quarter after quarter.

- **Revenue Operations:** Ability to report on changes, trends, activities, and risk.
- **Sales Leadership:** Reliable & predictable forecasts and pipeline. Higher sales productivity.
- **Sales Managers:** Instant visibility into seller activities, meetings, and deals. Helps promote improved coaching opportunities for a stronger sales team.
- **Sales Reps and Customer Success Managers:** Recommendations to stay on top of account activity, deal meetings, and contacts.
- **Marketing:** Greater transparency into sales activity. Expand reach by capturing hidden contacts in inboxes.



To learn more about BoostUp, please contact us at [boostup.ai/get-a-demo](https://boostup.ai/get-a-demo) or email us directly at [communications@boostup.ai](mailto:communications@boostup.ai).



# BoostUp Guide: The Future of B2B Sales; Adopting a Digital Mindset in B2B Sales.

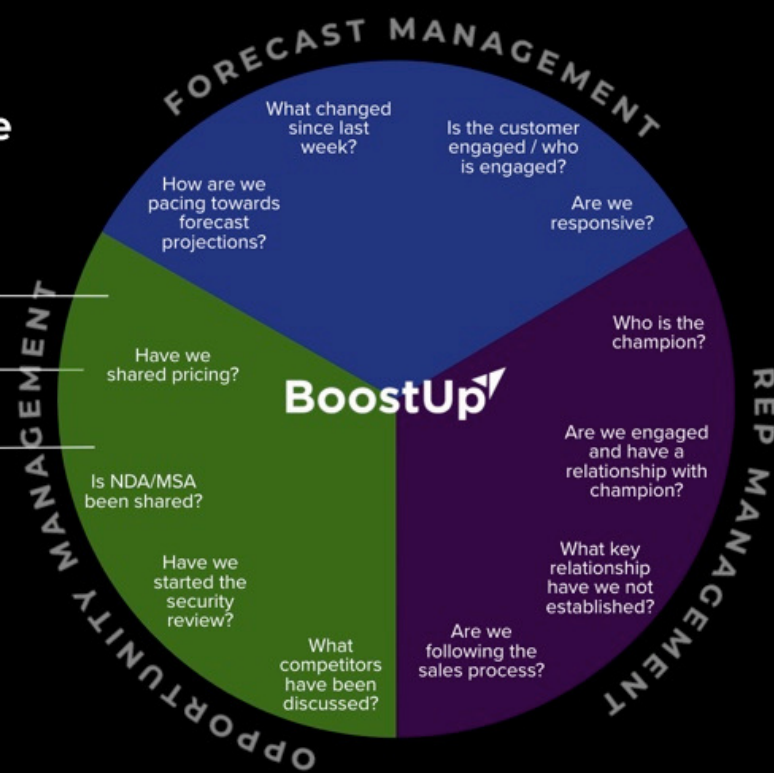
## Opportunity Management for the POST-COVID Era

3 Key Steps

2 Relationships

1 Activity

**BoostUp**



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