



The laptop screen shows a social media-style interface. On the left, there are two team profiles: 'Customer Team' with Sue Black (Managing Director) and Andre Swope (Financial Analyst), and 'Sales Team' with Greg Tate (Sr VP Sales) and Wendy Smith (Sr Account Executive). A red '+ Invite Others' button is visible. On the right, there is a post with a photo of a person in a field, with engagement buttons for 'Like', 'Discuss', and 'Share'.

# THE B2B SALES GAME IS CHANGING

THE FUTURE OF ACCOUNT-BASED SELLING IS **DIGITAL**

**JOURNEY**SALES



The smartphone screen shows a notification with a green background and the number '30' in a white circle. Below it, it says '3 DAYS AGO' in white text on a dark blue background. The notification is from 'r Smart' and mentions 'ce with increase'.

30

r Smart

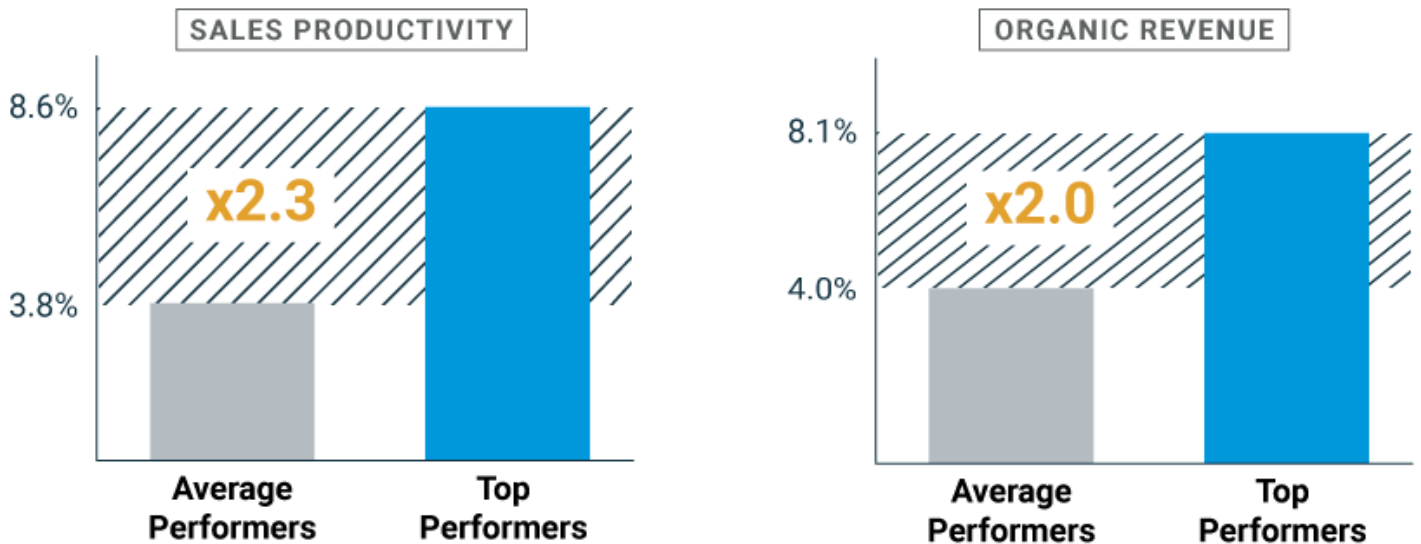
ce with  
increase

## INTRODUCTION

B2B sales is about to go through a revolution. The driving force? Digital. Digital technologies are completely reshaping the sales process and customer engagement. It's also redefining sales organizations as they drive the growth engine, focusing more on existing accounts. Digital is improving the customer experience and helping sales reps build larger pipelines, cover more territory with greater efficiency, and perhaps most importantly, make it easier for customers to buy.

Account-based selling is nothing new. B2B sales professionals have been selling to accounts since the Rolodex was invented, but now they're taking a smarter approach. According to AT Kearney, sales organizations embracing digital technologies are seeing a compound annual revenue growth rate of 2.0X. What's more, digital technologies are increasing sales productivity growth by a factor of 2.3X.

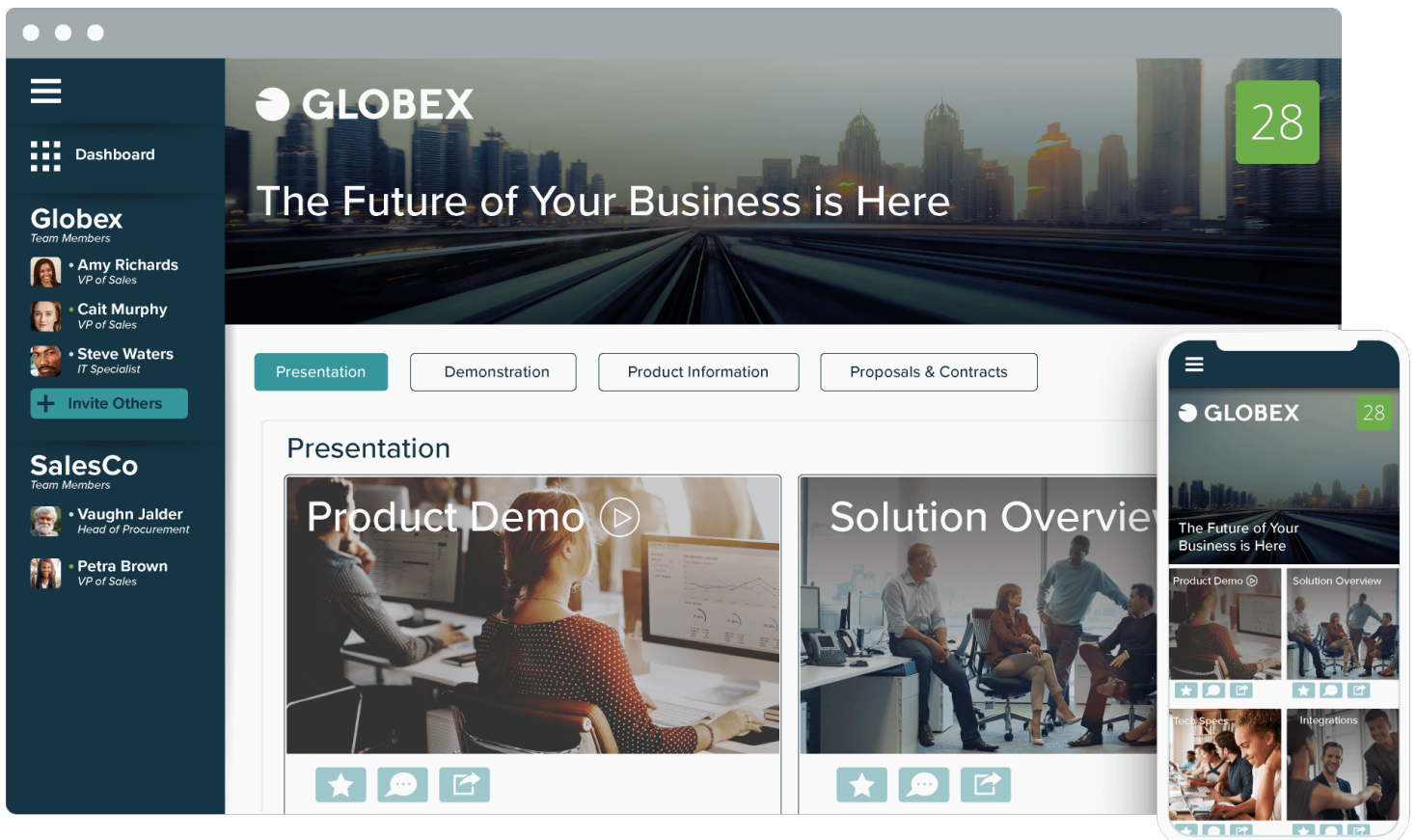
### **ATKearney** Average Annual Increase (CAGR)



Bottom line: digital is accelerating account-based selling. Organizations that embrace it will reap the rewards. Those that don't will fall increasingly behind. The case for embracing digital technologies is about making sales reps more productive while making it easier for customers to buy. Accenture notes that nearly 75 percent of sales executives agree that customer's high expectations, desire for customized solutions, and greater knowledge and self-direction are impacting their sales and service strategy. Said differently, a digitally-driven buying experience is becoming a non-negotiable prerequisite amongst today's B2B customer.

## THE SMART ROOM EXPERIENCE

Smart Rooms are a digital customer experience designed for today's B2B customers that demand self-education and the ability to collaborate with colleagues. Once in a Smart Room, customers can watch videos, read case studies, review propositions, proposals, and more—everything that was shared in endless emails can now be delivered in a Smart Room.



**PEOPLE** - Customer and Sales teams all in one place, on the same page

**CONTENT** - Aligned to buyer's journey—from beginning to close.

**COLLABORATION** - Facilitates better, faster decision making

**PLAYBOOK** - For Sales to drive a consistent and effective sales process

**ANALYTICS** - To understand the customer's journey

## A SALES REP'S DREAM

With Smart Rooms, account-based selling takes on a guiding approach. Reps get to function more like sherpas, guiding customers through the sales & buying process. They are able to do this not by guessing but by analyzing their customers' digital body language.

Smart Rooms are built natively in Salesforce, allowing sales organizations to leverage their existing CRM investment. No learning curve. No adoption hurdles. And unlike a static website designed for mass communication and consumption, Smart Rooms are private and personalized to exactly what a specific customer needs, exactly when they need it. This includes relevant content, all the right people, and the ability to collaborate.

And finally, Smart Rooms are accessible on any device, meeting customers where they are—not where Sales wants them to be.

## **ACCOUNT-BASED SELLING WITH SMART ROOMS**

Smart Rooms by Journey Sales are designed to continually engage customers, maximizing account revenue through steady, contextual engagement across the customer lifecycle.

### **DEVELOP: CREATING MORE OPPORTUNITIES**

Most companies are, at best, actively engaged with 10-20 percent of their cross-sell opportunities. With Smart Rooms, sales reps can engage all cross-sell opportunities without increased effort. They are able to deliver a digital experience rooted in self-education—which is exactly what early-stage prospects are seeking. Moreover, Smart Rooms analytics are able to identify which customers are “sales-ready.” Selling to an educated and engaged customer is far more effective and a lot more fun.

### **SELL: BETTER SALES EXECUTION AND IMPROVED CLOSE RATES**

When a sales rep creates a Smart Room, it’s not just an internal tool. Customers are invited in—and customers can invite colleagues. The objective is to create a digital experience that is 100 percent collaborative and can deliver the right content at the right time. Anyone in a Smart Room can start a discussion, ask a question or chat one-to-one. This digitally-powered approach to customer engagement and customer communication powers a more efficient sales process, accelerates execution and makes it delightfully easy for customer teams to build internal consensus.

### **MANAGE: UPSELL AND RETAIN**

With Smart Rooms, the selling does not stop when the deal is closed. Account management teams are perfectly positioned to accelerate upsell opportunities and retain customers. The solution can power client onboarding, showcase best practices, relevant work and other upsell-oriented content, and facilitate both internal and external account planning and management.

## **THE BOTTOM LINE**

Customers will spend more with the companies that earn their business. This includes providing them insight into solutions to their problems while making it easier for them to invest in and deploy these solutions. Smart Rooms make it easier for customers to buy, at every phase of the sales lifecycle. The solution integrates seamlessly into existing sales processes and has seen unprecedented adoption amongst both sales reps and customers.

[Get more revenue out of your best accounts with Smart Rooms. Learn more at \[journeysales.com\]\(https://journeysales.com\).](https://journeysales.com)