

### BUSINESS

25 great jobs for people who love to travel

THE ULTIMATE SALES ENGAGEMENT GUIDE





### THE PURPOSE OF THIS SURVEY

The world of B2B Sales is evolving more rapidly than ever before. The buyer has so much information at their fingertips and too many channels to engage through.

There are endless threads on LinkedIn talking about Social Selling vs Cold Calling.

What about ABM? Does direct mail and sending swag really work? Should you spend time on 1-1 video? What's texting's role in the sales process today?

It's time to get to the bottom of it all.

Finally, a survey to tell you how modern B2B buyers really like to buy.



## WHAT WE'LL COVER

- 1 WHO WE SURVEYED
- 2 PREFERRED METHODS OF COMMUNICATION
- 3 PREFERRED WAYS TO CONSUME CONTENT
- 4 PREFERRED FORMS OF MEDIA
- 5 OUR TOP 5 KEY FINDINGS

The Bridge Group is a B2B inside sales consulting firm dedicated to understanding the *models*, *metrics*, and *motions* that deliver scalable growth.

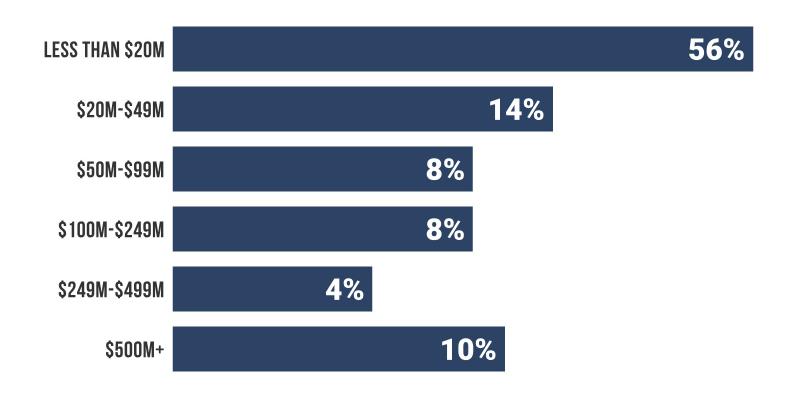
bridgegroupinc.com



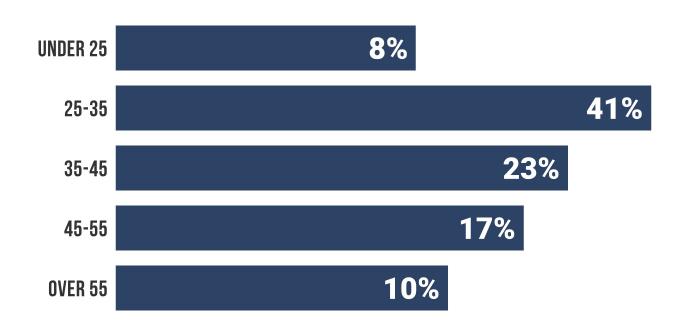
### SECTION 1

## WHO WE SURVEYED

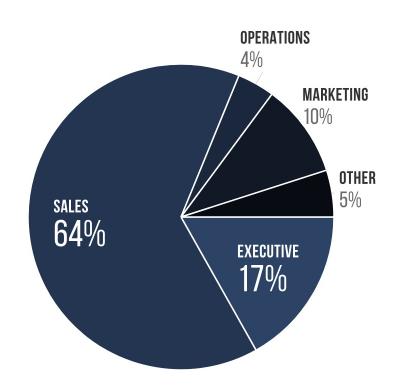
### REVENUE OF SURVEY RESPONDENTS



### REVENUE OF SURVEY RESPONDENTS BY AGE



## **RESPONDENTS BY JOB FUNCTION**



SECTION 2

# PREFERRED METHODS OF COMMUNICATION

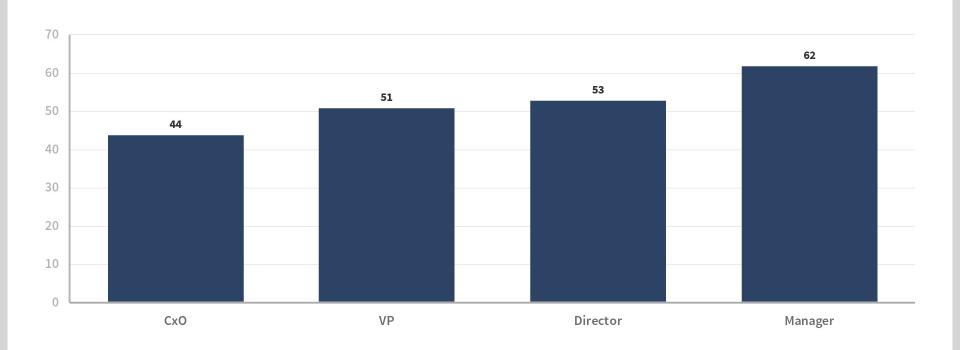


**SO, IMAGINE YOU ARE BEING CONTACTED** BY A SALES PERSON. THEY HAVE DONE THEIR HOMEWORK **AND THEIR SOLUTION MIGHT BE APPROPRIATE FOR** YOUR ORGANIZATION



## QUESTION #1: ARE OFFICE PHONES A THING OF THE PAST?

## FINDING: THE HIGHER THE TITLE, THE LESS LIKELY TO HAVE AN OFFICE PHONE (%)



ON AVERAGE, 56% OF RESPONDENTS HAVE AN OFFICE PHONE NUMBER (DESK OR VIRTUAL).

# REVENUE DID NOT HAVE AN EFFECT ON WHETHER OR NOT SOMEONE WOULD HAVE AN OFFICE PHONE

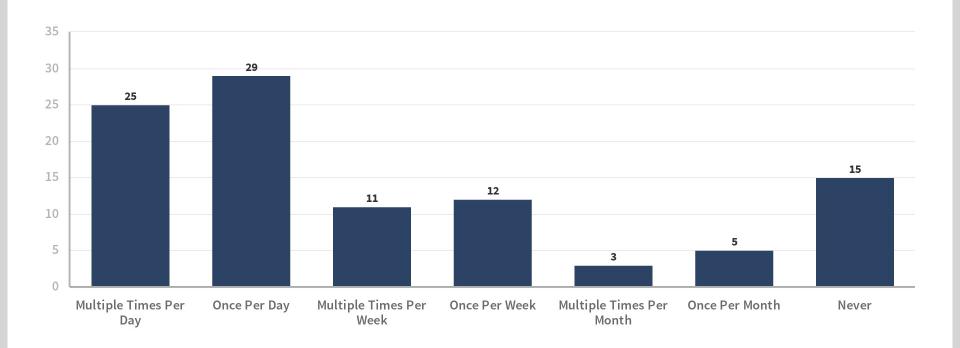


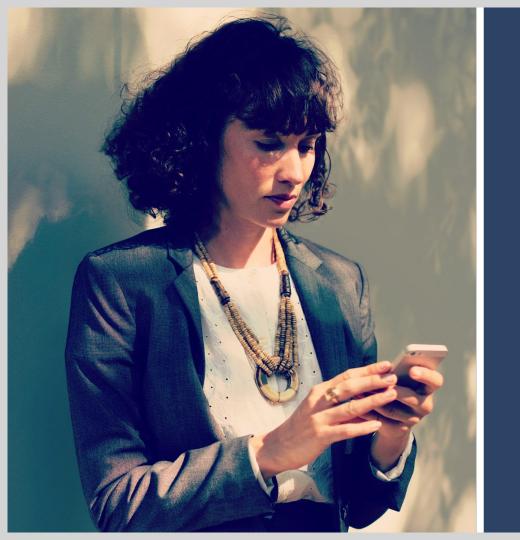
QUESTION 2: HOW OFTEN DO PEOPLE LISTEN TO VOICEMAIL?

# AVERAGE OF 5.6 TIMES PER WEEK

FOR THOSE THAT DO HAVE OFFICE PHONES, THE MAJORITY OF THEM CHECK VOICEMAIL DAILY.

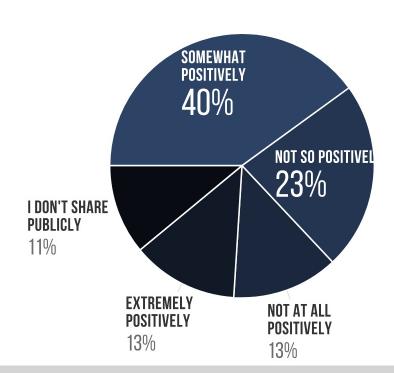
# THE MAJORITY WHO HAVE OFFICE PHONES CHECK VOICEMAIL DAILY (%)





QUESTION #3: IS MOBILE NOW AN ACCEPTED METHOD FOR SALES OUTREACH?

## IF MOBILE PHONE IS IN YOUR EMAIL SIGNATURE, HOW WOULD YOU FEEL ABOUT SOMEONE CONTACTING YOU ON IT?



IF A PROSPECT SHARES THEIR MOBILE NUMBER, 53% REACT POSITIVELY TO CALLS ON THAT LINE.

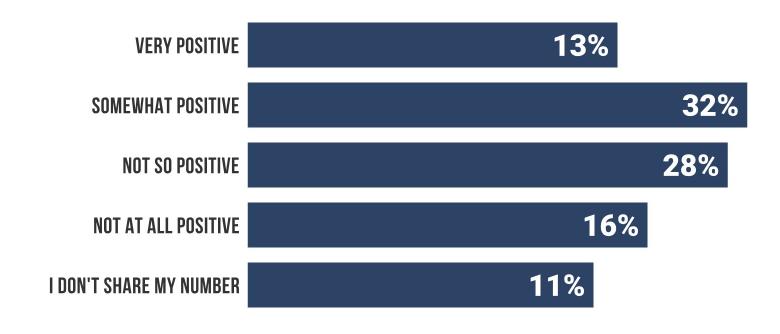
## INTERESTING FINDING: UNDER 35 AND OVER 55 APPEAR TO VIEW THE USE OF MOBILE MORE POSITIVELY

# SALES TITLES: VIEW MOBILE MORE POSITIVELY EXECUTIVES AND OTHERS: VIEW IT NEUTRALLY MARKETING AND OPERATIONS: VIEW IT NEGATIVELY



QUESTION #4: IS TEXT ACCEPTED AS AN OUTREACH COMMUNICATION METHOD?

## IS TEXT ACCEPTED AS A COMMUNICATION METHOD?



SALES AND EXECUTIVES: VIEWS SMS USE NEUTRALLY MARKETING AND OTHER: VIEWS SMS SOMEWHAT NEGATIVELY OPERATIONS: VIEWS IT MOST NEGATIVELY

## NO CLEAR GENERATIONAL DIVIDE — BUT ON AVERAGE, EVEN THOSE MOST OPEN TO MOBILE PHONE CALLS WERE 40% LESS

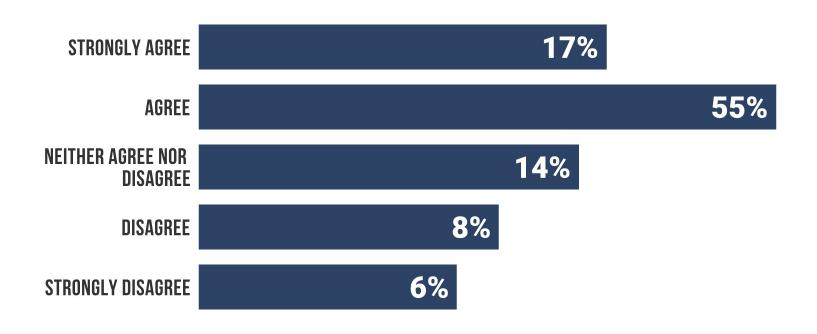
LIKELY TO BE OPEN TO SMS MESSAGES.



QUESTION #5: IS LINKEDIN AN EFFECTIVE PART OF AN OUTREACH STRATEGY?

OVERALL, LINKEDIN CONSISTENTLY RANKED 2ND AND 3RD FOR MOST PREFERRED CONTACT MEDIUM.

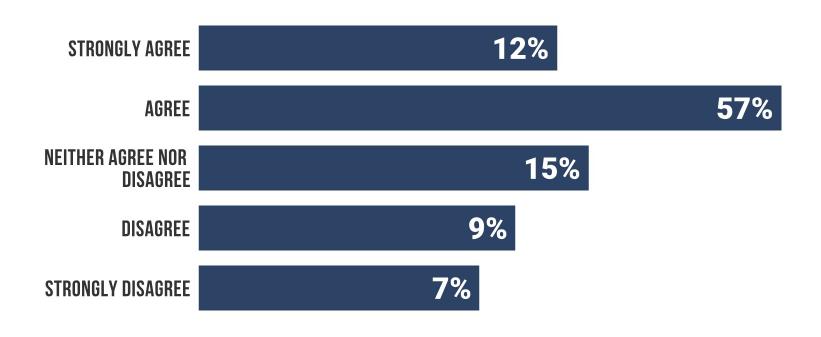
# I OCCASIONALLY ACCEPT CUSTOMIZED CONNECTION REQUESTS FROM SALES REPS



# MOST LIKELY TO ACCEPT CUSTOMIZED REQUESTS: SALES AND EXECUTIVES LEAST LIKELY TO ACCEPT CUSTOMIZED REQUESTS:

**OPERATIONS** 

# I OCCASIONALLY RESPOND TO LINKEDIN INMAIL FROM SALES REPS



MOST LIKELY TO RESPOND: SALES AND EXECUTIVES

LEAST LIKELY TO RESPOND: OPERATIONS

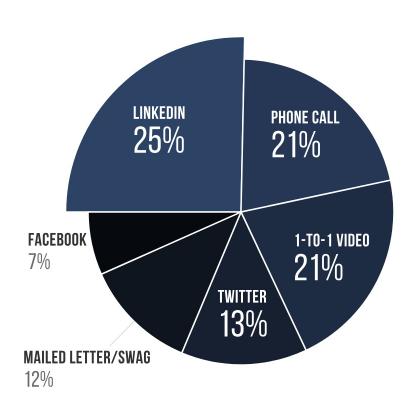
SECTION 3

# PREFERRED WAYS TO CONSUME CONTENT

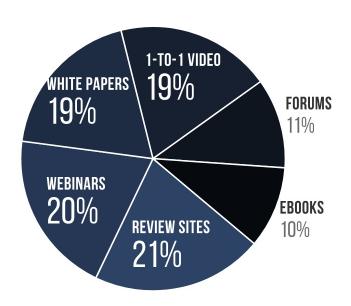


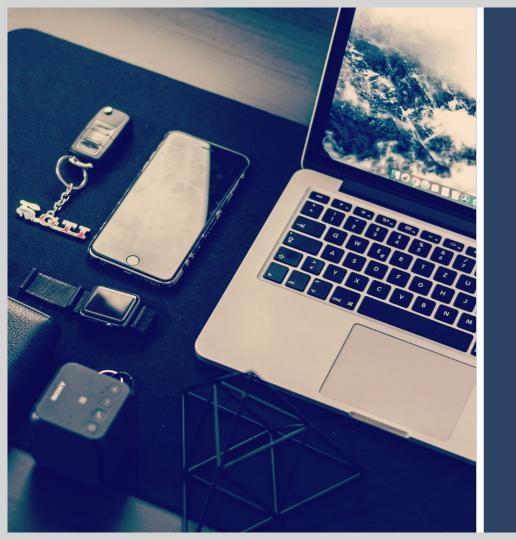
QUESTION #6: WHAT IS THE PREFERRED METHOD FOR CONTENT CONSUMPTION?

### WHAT MEDIA IS MOST LIKELY TO ELICIT YOUR REPLY?



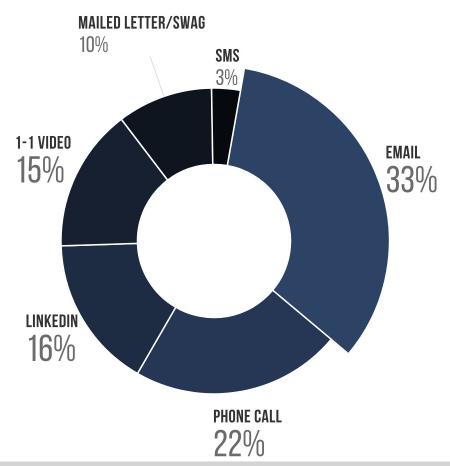
## WHAT MEDIA ARE YOU MOST LIKELY TO CONSUME TO SOLVE BUSINESS PROBLEMS?



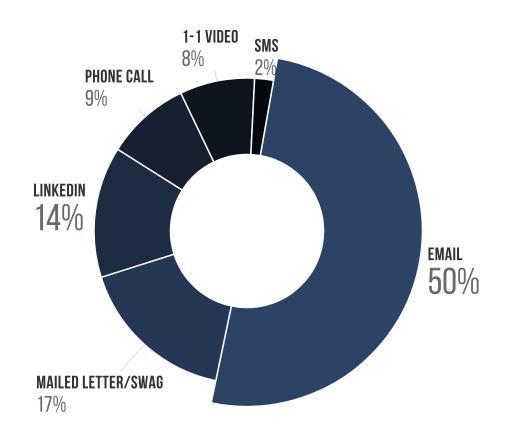


QUESTION #7: DOES FUNCTIONAL TITLE/ROLE EFFECT COMMUNICATION METHOD?

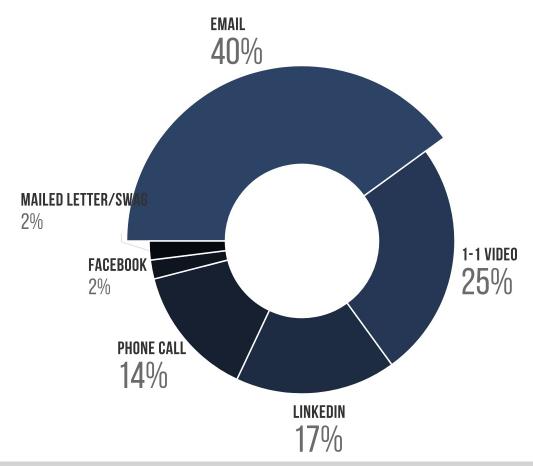
# DESIRED COMMUNICATION METHODS FOR SALES ROLES



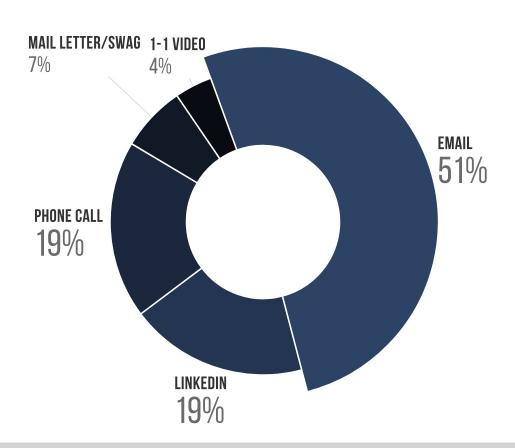
# DESIRED COMMUNICATION METHODS FOR MARKETING ROLES



# DESIRED COMMUNICATION METHODS FOR EXECUTIVE ROLES

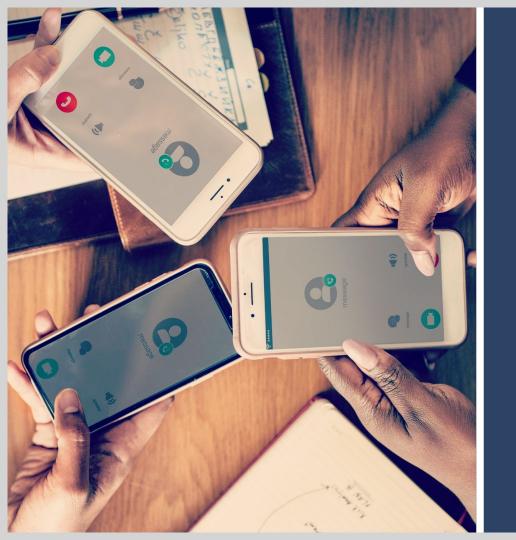


# DESIRED COMMUNICATION METHODS FOR OPS ROLES



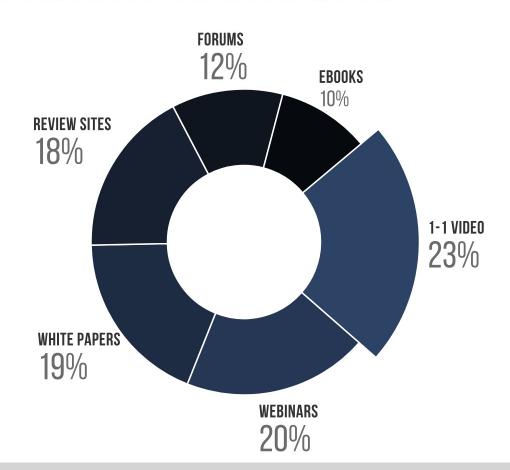
SECTION 3

# PREFERRED FORMS OF MEDIA

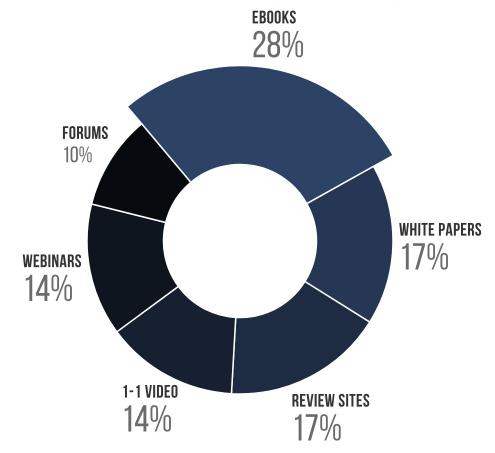


QUESTION #8: DOES FUNCTIONAL TITLE/ROLE AFFECT DESIRED MEDIA CHANNEL?

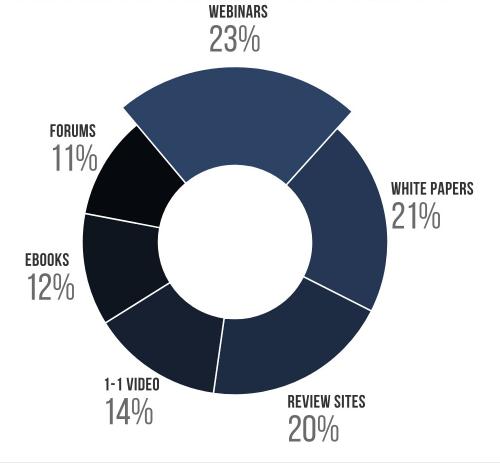
# **DESIRED MEDIA CHANNEL FOR SALES ROLES**



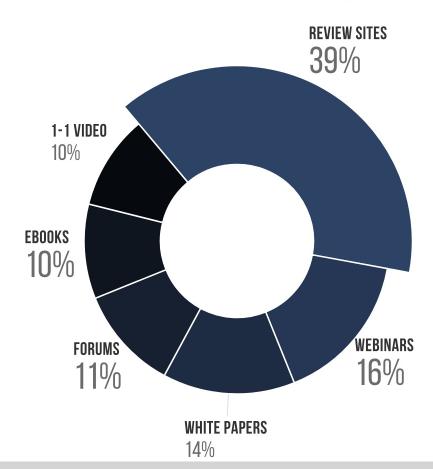
# DESIRED MEDIA CHANNEL FOR MARKETING ROLES



# DESIRED MEDIA CHANNEL FOR EXECUTIVE ROLES

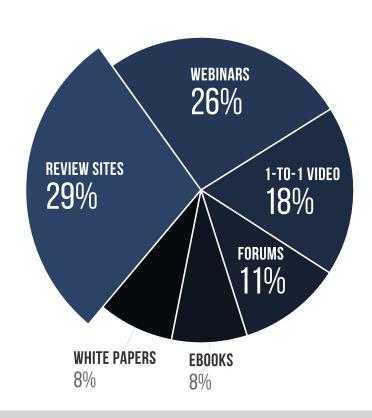


# DESIRED MEDIA CHANNEL FOR OPS ROLES

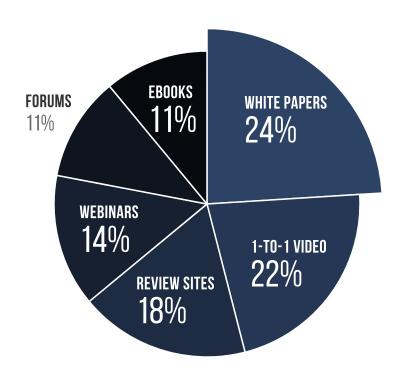


INTERSTINGLY, THERE IS AN AGE DISPARITY IN PREFERRED MEDIA CHANNEL

# PREFERRED MEDIA FOR AGE 35 AND UNDER



# PREFERRED MEDIA FOR AGE 35 AND ABOVE





1. TO TRULY ENGAGE WITH BUYERS YOU MUST UNDERSTAND THEIR PREFERENCES. VANIL ENGAGEMENT AND OUTBOUND STRATEGIES W BE LESS EFFECTIVE THAN THOSE CUSTOMIZED FOR BOTH MESSAGE AND MEDIUM.

# 2. LINKEDIN HAS EMERGED AS A POWERFUL COMMUNICATION VEHICLE WHETHER

VIA IMAIL OR CONNECTION REQUESTS.

3. MEET YOUR BUYER WHERE THEY ARE. OPS PERSON OR ENGINEER WITH TWO MONITORS, DOING DEEP "FLOW" WORK? DON'T INTERRUPT THEM WITH A CALL TEXT. SALES LEADER WHO SWITCHES CONTEXT **EVERY TEN MINUTES AND LIVES OUT OF THEIR PHONE?** CELL CALLS AND TEXT MESSAGE CAN WORK.

# Inside Sales Consulting & Execution



# SCALABLE GROWTH, DELIVERED.

For over two decades, we've been focused on "more" for our clients - more conversations, more pipeline, more growth. Over 405+ companies have relied on our thinking to make their numbers.

# PRACTITIONERS FIRST, CONSULTANTS SECOND.

Behind our ideas are our people. Rooted in sales leadership, our team members have built groups, led teams, and carried quotas. We don't just research sales strategies, we live them.

# HOLISTIC APPROACH, TARGETED SOLUTIONS.

No two companies are the same, especially when it comes to sales. Our team identifies the key variables that will make your go-to-market motion unique. We're here to help take the guesswork out of growth.

# **RESEARCH PARTNERS**





