



DIGITAL SALES  
ENGAGEMENT  
• HANDBOOK •  
FOR B2B ECOMMERCE



ELITE  
BigCommerce Partner

• [WWW.REDSTAGE.COM](http://WWW.REDSTAGE.COM) •

# Digital Sales Engagement Handbook Table of Contents

## Empowering Your Sales Force

[The New Frontier for B2B ... 3](#)

## Redefining the B2B Sales Process

[The Transformational Role of Sales ... 4](#)

[Next Generation Sales Strategy ... 5](#)

[Your Digital Transformation Team ... 6](#)

[Augmenting Your Sales Process ... 7](#)

## Your Digital B2B Marketplace

[Benefits for the Buyer ... 8](#)

[Benefits for the Seller ... 9](#)

[Transformative B2B Roadmap ... 12](#)

## Sales Empowerment Took Kit

[Advanced Personalization ... 13](#)

## Omnichannel Customer Service

[Social Selling ... 15](#)

## Empowering Your B2B Sales Team

[The Digitally Enabled Sales Team ... 18](#)

[About Redstage ... 19](#)

[Resources... 20](#)

 REDSTAGE



ELITE

BigCommerce Partner

“B2B companies must embrace technology to empower their sales teams...

... not to replace them.”

— Adam Morris, Redstage CEO



# Empowering Your Sales Force The New Frontier For B2B

## Forrester Predicts A \$9 Trillion U.S. B2B Ecommerce Market

Of all the disruptors born from the Internet age, eCommerce shines as a beacon above all. From mom-and-pop shops to Jeff Bezos' Amazon empire, B2C companies of all shapes and sizes continue to gain a competitive edge through digital commerce.

Now, B2B is poised to take the lead.

Forrester predicts that \$1 Trillion will come from "Employee-Initiated" commerce conducted on supplier's websites.

EDI networks will account for more than 50% of the total \$8.96 Trillion this year.



## How Can B2B Vendors Grab Their Share?

# The Transformative Role of Sales

## Transformative B2B eCommerce

**Transformative B2B eCommerce** is a process that influences sustainable digital transformation by enabling businesses across channels.

With respect to Forrester, sales teams can be empowered through a multitude of capabilities long before they interact with a customer, if they indeed interact directly at all.

A report published by Forrester in 2015 titled “**Death Of A (B2B) Salesman**” justifies its somewhat misleading title with a few key statistics. Forrester’s data illustrates a growing trend where in 59% of B2B buyers prefer to research potential suppliers online, rather than talk directly to a sales rep.

As the report notes, most buyers prefer not to interact with sales reps because they believe sales people focus primarily on the sale itself (and the commission), rather than providing value and a solution to problems customers face. Resulting from this lack of trust, the majority of buyers will avoid contact with a sales person until & unless it is absolutely necessary to complete a purchase.

Here’s why we at Redstage don’t believe these statistics indicate the “death” of the world’s B2B sales people, and how Forrester’s report only tells a narrow part of the story...



# The Next Generation Sales Strategy

## Land & Expand

With this information in mind, B2B sales teams need to reframe their outlook when it comes to the sales process. The next generation sales strategy is less about attracting customers and more about customer relationship management.

Once a customer comes to your site, they should be able to find what they need and check out as quickly as possible. Once a purchase is made, Sales teams can use customer data and technology to recommend other products, make up-sells, cross-sells, send reminders and product updates, and increase average order value of a customer.

By empowering sales teams through eCommerce technology, sales teams can manage a higher volume of customer accounts with ease, growing each simultaneously and building relationships through good customer service.

A common name for this concept is “Land and Expand.”

By implementing a Land-and-Expand strategy online, the human arm of the sales team can focus on strategy while machines handle the paperwork.



# Your Digital Transformation Team

## 4 Reasons Why Sales Teams Are The Backbone of Digital Transformation

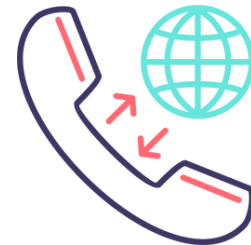
### Product Knowledge

Your sales team knows your product and your target market better than anyone.



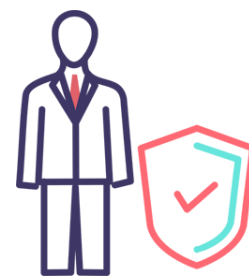
### Higher Individual Capacity

A team that can handle more can accomplish more, accelerating growth & delivering a knockout customer experience.



### Customer Connection

Sales people are the bridge between your company & your customers (and the world).



### Employee Agility

Good sales people have a knack for adapting quickly. Let them adapt with the technology and lead the charge towards business innovation. You'll be surprised what they can accomplish.



# Augmenting Your Sales Process

## Meeting Millennial Expectations

Millennials are now the largest generation in the workforce, accounting for more than one-third of US jobs.

With more millennials working as B2B buyers, there's a growing expectation for companies to provide the same B2C customer experience millennials get from their personal online purchases.

Empowered by a tech-enabled online experience that's easy to use, sales teams can solve B2B buyer's top issues and become their Go-To place to shop.

Here are key tools in the digital sales team's arsenal. These tools reduce friction between customers and the checkout, increasing the likelihood of sales opportunities.

Using these tools, sales teams can spend more time focusing on customer service and enhancing the customer experience, rather than hard-selling over the phone. This process makes the customer feel more in control and more valued by the supplier



# Your Digital B2B Marketplace Benefits for the Buyer



## Digitized Catalog

Customers can view a digitized catalog to quickly find information about items they want or need to purchase.



## Simple Online Quotes

Your eCommerce platform can have a simplified online quoting system built-in, allowing a customer to fill out a form to send you and RFQ automatically.



## Order For Your Customers

As another option, eCommerce platforms can allow sales people to submit orders on behalf of the customer, saving time for the buyer.



## Quick Reordering

If customers don't have a subscription, they can quickly reorder with one click based on the information from a previous order.



## Subscriptions & Automatic Ordering

When completing the purchase process, buyers can opt for subscription reordering, allowing them to continuously fulfill their needs on a daily, weekly, monthly or annual basis.

Making it easier for customers to continuously buy is a huge sales opportunity. This decreases the chance that a customer will leave to find a new supplier for their next order.



## Everyone Loves Self-Serve

When browsing your store for the item(s) they want, buyers can "self-serve," completing the buyer journey faster and with ease.



## Chatbots

Customers can contact a sales rep through a chatbot that will automatically notify the team to answer any questions and help complete the order.



## Track The Entire Customer Journey

With the right tools, sales teams can track users throughout the entire customer journey, allowing further personalization, customer experience enhancements, and recommendations to increase up-sell or cross-sell opportunities automatically. What would that mean for your commissions?



# Your Digital B2B Marketplace Benefits for the Buyer

## Modern Buyers Love eCommerce



### Less Calling, More Selling

Millennials don't want to call your sales team... So stop pestering them. Instead, optimize your company's online store so they can shop how they want: On any device, anywhere, anytime.



### Real-Time Order Tracking

It's automatic; stop wasting time handling this labor-intensive, manual process. Let the tech do the work.



### Simple Custom Pricing

Custom pricing is a nightmare - or should we say, it was. With custom pricing tools plugged into your site, you'll never have to worry about it again.



### Digitized Catalog

You don't have to memorize entire product catalog. With a B2B eCommerce store set up online, all of your products, pricing, and info is now in one place.



### Personalized Platform

Through personalized customer journeys, you empower your customers to self-serve, leaving more time to focus on building relationships.

# Your Digital B2B Marketplace Benefits for the Seller



## Streamlining Internal Operations

It's no secret that B2B businesses are built on paper. Contracts and RFQs need to be scanned, faxed, signed, scanned, faxed, then, countersigned, scanned and faxed again before the customer can get the product they want. But we're not done...

Next comes the issue of printing and filing the hard-copy of the RFQ in a massive filing system in the office, or uploading the digital copy to the company database online.

Some businesses even use hand-written contracts that require the documents to be transcribed into type form before both versions (the hard copy and the digital copy) can be filed in different filing systems.

If a dispute arises months later, both documents must be tracked down before a solution can be found, which can prove time consuming. Combine this with the fact that many vendors require buyers to fill out a new RFQ every time they make a purchase, and now the customer experience is all but diminished.



# Your Digital B2B Marketplace Benefits for the Seller

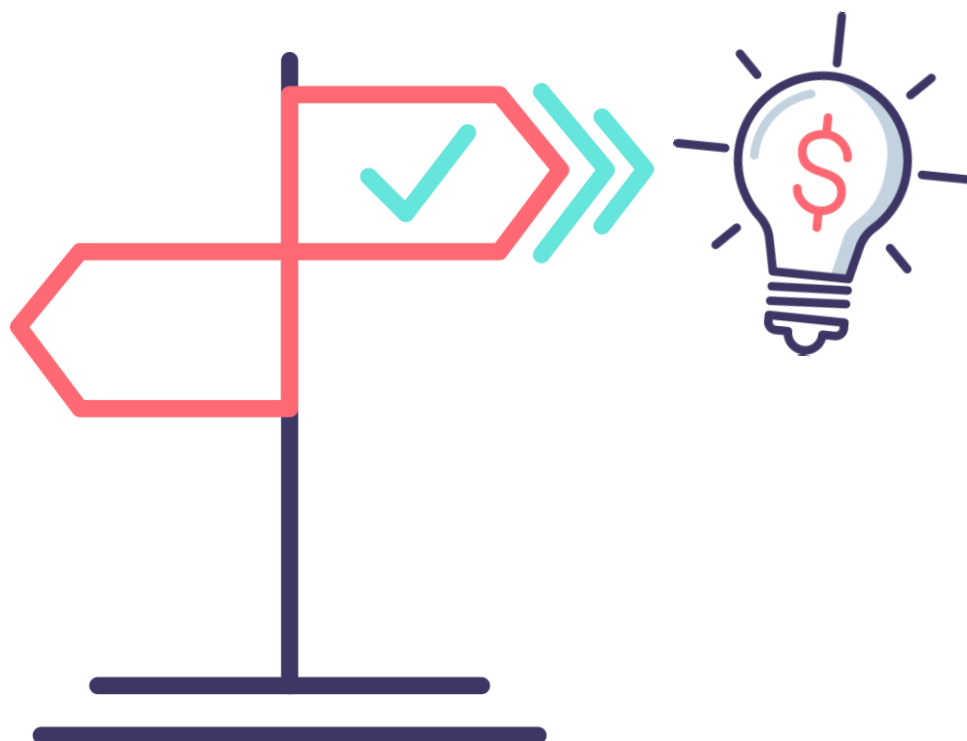
## It doesn't have to be this way.



Creating an online purchasing portal where customers can easily choose the SKU, quantity and frequency of the orders they wish to receive can be as simple as clicking a few buttons.

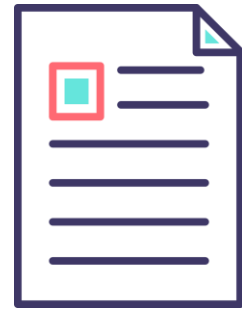
When customers click to indicate the SKU, quantity and frequency they need, each piece of this data can work to automatically generate a digital RFQ order form. After the customer fills out the rest of the info online, they can pay securely with a credit card.

The quote will be immediately sent to all the right internal parties and filed in a shared central database on your new eCommerce site. Just imagine all the time this system could save for internal operations while making the process as easy as possible for your customers.



# Roadmap to Transformative B2B

## Your B2B eCommerce Roadmap



“The B2B sales team is further empowered by the functional toolset that [an eCommerce] website offers. Their customers can reorder without [sales team] interaction, find product details without picking up the phone, and place orders with ease. These extensive capabilities enable the sales team to work closer with bigger accounts, and handle a larger base. The sales team will find that customers buy more products, more frequently, and with less issues than ever before which directly translates to a higher commission.

New customers will also be thrilled to know that there is a simple, user-friendly way to order online and not have to call or fax in new orders. This leads to a strong competitive advantage within any industry. It's a win-win any way you look at it. This type of sales empowerment, coupled with a simplified customer experience, is the driving force behind Transformative B2B eCommerce.”

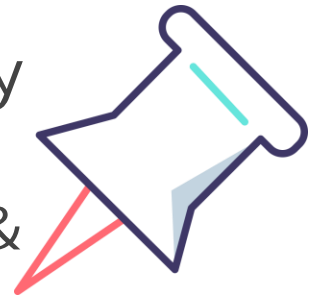
## Download the Full Whitepaper



Get the Whitepaper 

# Advanced Personalization

Here are some integrations & apps you can use to create highly personalized customer experiences that increase sales & retention.



HiConversion for A/B testing different factors that can make or break a sale on your site.



Bronto empower sales teams by constantly tracking customer interactions, managing data and automating highly personalized, targeted messaging.



Dotmailer is especially useful for increasing customer retention. Dotmailer's email platform utilizes data from your site to automatically send personalized emails to customers. It also helps sales teams target buyers who have not completed their purchases and/or customers who haven't visited your site in some time.



Springbot helps automate marketing and sales campaigns, sending messages to your customers across social media, mobile, email, any your website based on data gathered by tracking customer interactions on your site.

# Advanced Personalization

## Additional Tools & Resources



Windsor Circle uses behavioral intelligence to build automated customer profiles that allow sales teams to increase retention.



Klevu's self-learning search extension learns how shoppers interact with your store and automatically optimizes search results. No manual work needed. Klevu adds synonyms, shares trending search results, includes dynamic filters for ease of use, and has a rich autocomplete feature.



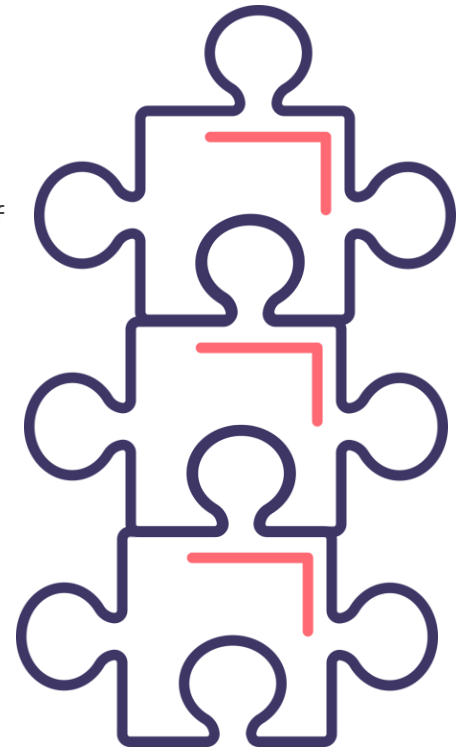
Complete omnichannel solution. Backoffice management, orders, inventory, warehouse, suppliers, automation, POS, multichannel.

# Let's get social!

When considering the functions of a modern B2B sales team, think of the channels team members are using. They likely use telephone and Email, but what about Skype, or a more personalized video chatting service?

Is your sales team using social media to build a customer community and help customers find what they need? Are they driving social conversations about the brand that turn into sales?

Does your sales team track orders and invoices through a unified platform or a disorganized folder on their desktop?



## Social Selling

“Social selling is when salespeople use social media to interact directly with their prospects. Salespeople will provide value by answering prospect questions and offering thoughtful content until the prospect is ready to buy.” –HubSpot



## The Numbers

DemandGen's 2018 B2B Buyer's Survey reports that 34% of B2B buyers are spending more time on social media to research vendors. 52% say they use social media to drive purchasing decisions, and 82% of B2B buyers say the winning vendor's social media content has a significant impact on their decision to buy.



## The Point

That's a huge chunk of your market. Make sure your social media pages are up to date, active, and full of branded content that helps buyers learn how you can help them. It's a friendlier way to garner customer interaction than cold calling, with the added benefit of building an online community around your product(s).

# Embracing Social Media

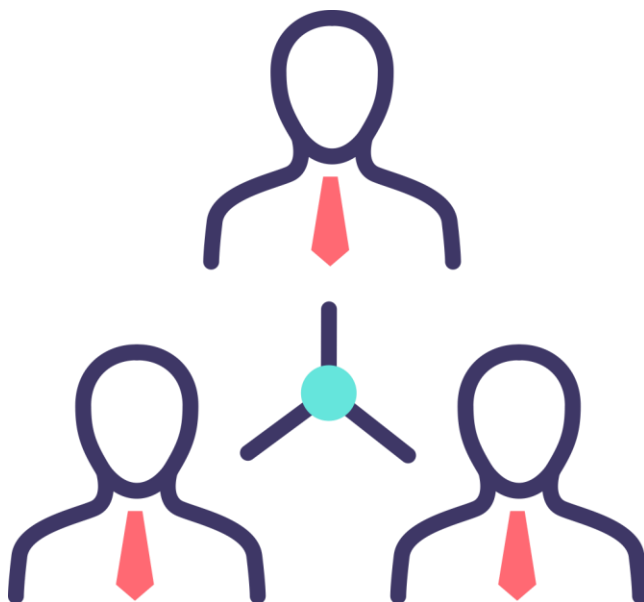
## Building A Community

Some brands that are masters of social selling, have their own dedicated customer support twitter feeds. Customers can ask questions and receive answers in real-time, and sales teams will engage with customers to check in, suggest helpful articles, host customer surveys, and presumably to advertise some type of up-sell.

However, the major benefit of a customer support Twitter feed lies in its ability to build an interactive online community around the company's products and services.

## Real-Time Value

When engaging in social selling, Twitter, Facebook and Instagram become key avenues because they help build trust, increase engagement through sharable content, and excite both users and prospects alike with announcements, products and helpful tips. They also have great paid ad targeting! Immense followings generated by support pages like this show just how valuable users find the info shared on the feed, which adds credibility to a brand through its culture of thought leadership.





# Strategizing Social Media



## 1. Think Bigger

Buckle-up and crank out some serious sales firepower by optimizing your call scripts and presentations. Share info about your big selling points on your company's social media feeds or spend some time translating your incredible product insight into short blog posts. Work with the marketing team to create reports, brochures, white papers or other kinds of content to capture lead information and inform your buyers.



## 2. Get Social

With a huge chunk of your daily workload completely automated thanks to your B2B sales empowerment “utility-belt,” you can focus on what really matters: relationships and business development. With your digital sales funnels continuously nurturing leads and helping you build customer profiles, now's the time to think bigger.



## 3. Ask Questions

Call up your current clients and ask them how they're doing. Write up a few survey questions about what they like about the products you provide, how you can better serve them, and if they would recommend you to others. If the info is positive, ask them to write a customer testimonial or review you can feature on your website. Find out how you can keep them engaged, how you can make their buying experience better, and keep innovating!

# The Digitally Enabled Sales Team

## Digital Enablement



Before Transformative B2B eCommerce, the primary responsibility of a typical sales person would likely be cold outreach. On a good day, the pre-digital sales person might talk to a handful of potential customers and spend the bulk of the day manually sourcing contacts, in addition to emailing past customers for a chance at repeat purchases, dealing with paperwork, and lamenting over lost opportunities.

## The Digitally-Enabled Sales Team



Today's modern, digitally-enabled sales person has one foot in the sales room, the other in the customer service department, and their arms deeply submerged in a river flowing with actionable data -- waiting for the sale to come to them. Adapting to a much more versatile role may seem daunting, though you've gained an incredible gift: Near-total control of the sales process.

By slowly integrating elements of the transformative sales process into your current responsibilities, you'll get a taste for how effectively they replace outdated methods like cold outreach.

## Grow Your Skills Sustainably



Soon you'll see sales roles evolve from customer success managers to customer experience managers, completely revolutionizing how buyers interact with your company. Rather than reaching out to them, reps will be setting up digital inroads packed with useful information that build demand for your products. Suppliers that dive into this opportunity could not be in a better position. Last year, a [Walker study](#) concluded that "Customer Experience will overtake price and product as the key brand differentiator by the year 2020."

# Empowering Your Digital Sales Team About Redstage Worldwide

## Helping You Make the Switch



At Redstage, we understand the challenges and fears B2B companies face when going digital, and we've proven we can conquer both. Let us empower your business to thrive in the age of transformative eCommerce.

Contact us today for a free [technical assessment](#) and discover how to take your business to the next level.

Email us directly here: [info@redstage.com](mailto:info@redstage.com) or give us a call at 1.888.335.2747.



With 10 years of experience and having collaborated on more than 700 eCommerce sites, Redstage is an eCommerce powerhouse. As a Fulcrum company, Redstage is supported by a global infrastructure comprised of more than 700 employees across 5 continents. We specialize in B2B & B2C digital platform services from eCommerce development and customer experience design to integration, conversion optimization, strategy & support. Redstage is a Magento Enterprise Partner, Big Commerce Elite Partner, and Shopify Plus Partner.



Get In Touch



## Data Sources Used in this Document



DigitalCommerce360 - Mapping 9 Trillion in U.S. B2B Ecommerce

<https://www.digitalcommerce360.com/2018/04/17/mapping-9-trillion-in-u-s-b2b-e-commerce/>

Pew Research - Millennials are the Largest Generation in the U.S. Labor Force

<http://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

HubSpot - The Definition of Social Selling [In Under 100 Words]

<https://blog.hubspot.com/marketing/social-selling-definition-under-100-words>

Redstage - Transformative B2B eCommerce

<https://redstage.com/transformative-b2b-ecommerce/>

DemandGen - 2018 B2B Buyer's Survey

<https://www.demandgenreport.com/resources/reports/2018-b2b-buyers-survey-report>

Walker - Customer 2020: The Future of the B2B Customer Experience

<https://www.walkerinfo.com/Portals/0/Documents/Knowledge%20Center/Featured%20Reports/WALKER-Customers2020.pdf>