



# The Ultimate B2B Sales Guide

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How to prepare for and score more B2B sales

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# Background

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## What are B2B Sales?

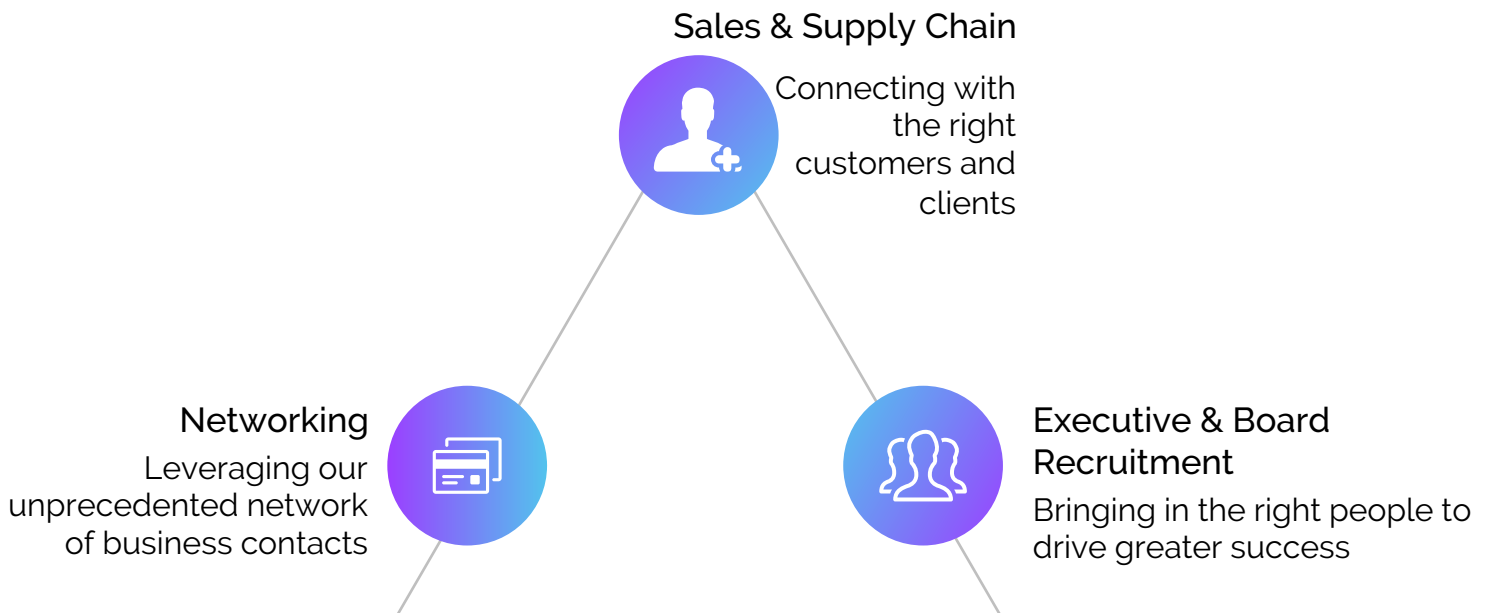
B2B Sales, otherwise known as Business to Business Sales, are the sales by one business enterprise to another business enterprise, rather than to a consumer, which is known as B2C Sales.

Examples of B2B Sales would be:

- A software company selling or licensing their software to other businesses
- A battery manufacturer selling their batteries to a smartphone manufacturer
- An automotive dealership selling fleet vehicles to other businesses
- A digital agency performing marketing services for other businesses

**This guide was written by the ClearThink Capital Business Development team. Our business development team works with B2B companies seeking additional clients, supply chain partners, and executives. Our team is always happy to speak with companies to discuss how we can be of assistance and help dramatically increase a company's growth.**

**ClearThink Capital's Business Development team assists with the following functions:**



[Learn more about Business Development](#) ►



# Background

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## Who is ClearThink Capital?

ClearThink Capital provides strategic and transactional advisory services to small and medium sized companies.

We assist emerging growth and lower middle market companies in achieving their business objectives by rendering expert guidance and perspective and by providing access to strategic, commercial, capital, merger & acquisition and other partners and structuring and executing the related transactions.

We assist companies with:

[Growth Capital](#) ▶

[Commercial Credit](#) ▶

[M&A Advisory & Finance](#) ▶

[Business Development](#) ▶

[Venture Consulting](#) ▶

## Wondering what is best for your company?

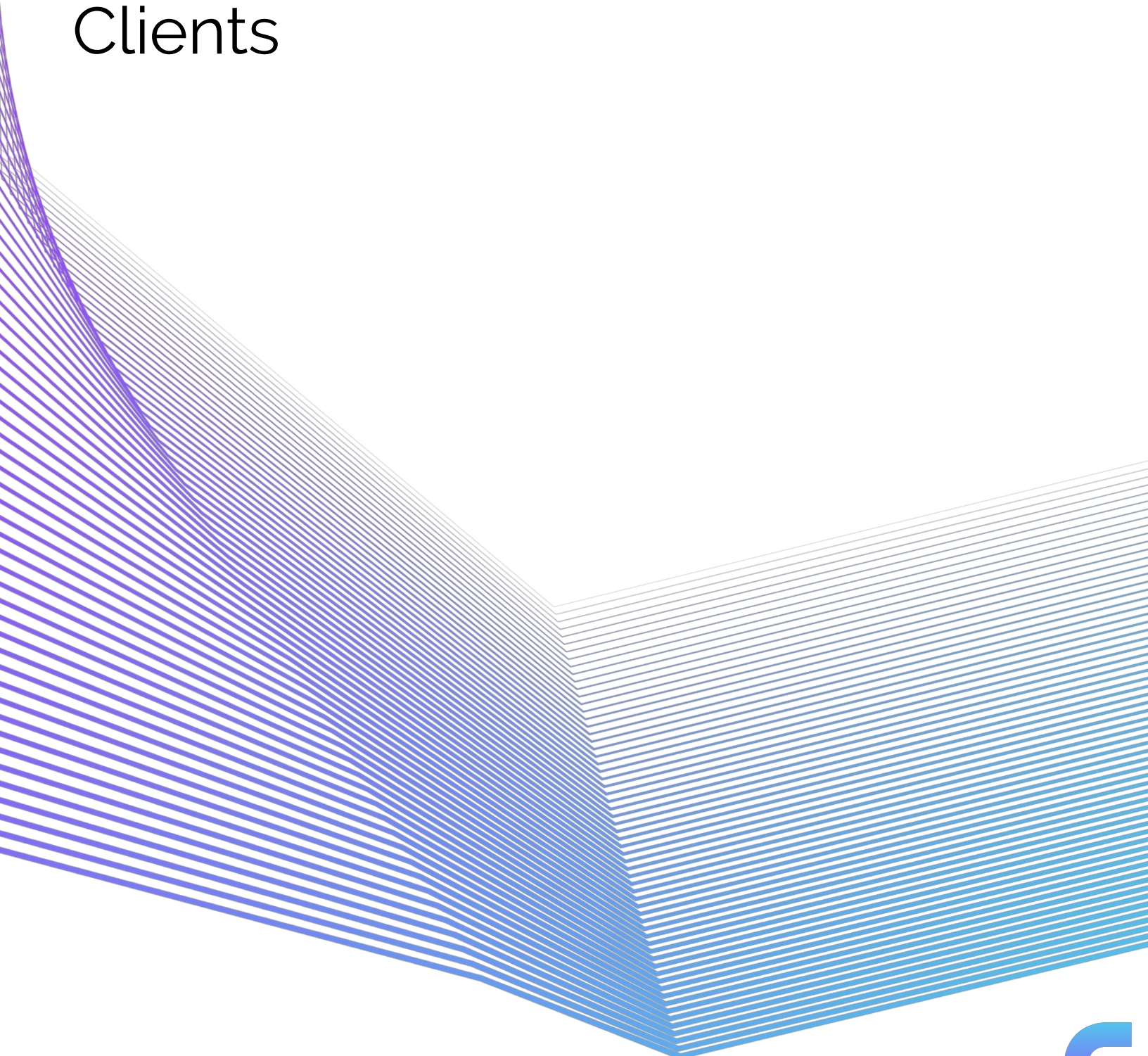
We're always happy to discuss the growth and exit options available for a company. Click below to get in touch or contact us by email at [abrown@clearthink.capital](mailto:abrown@clearthink.capital).

[\*\*GET IN TOUCH\*\*](#)



## **PART 1**

# Before Approaching Potential Clients



# Before Approaching Potential Clients

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Businesses, especially larger enterprises, are constantly being contacted by sales people seeking to sell them their products or services. As a result, it can be difficult to stand out from the crowd.

## Know Your Offering

The most important step prior to approaching potential clients or customers is to know:

**Exactly what your company is offering:** Nothing is worse than getting on a sales call with a salesperson who does not fully understand their company's product or service offerings. Your team should work together to create a concise explanation of what your company offers.

**Your target client:** Before attempting to sell your product, your company should determine who your ideal client is. You should discuss characteristics such as the company industry, geography, location, size, and needs.

**How your product or service will benefit the client:** Different clients may realize different benefits from your product or service. Your company should be able to present different ways to position the benefits to best meet the client's needs.

**How your product or service differs from the other options available in the marketplace:** Especially in crowded industries, it is vital to show clients how your product or service is superior to the competition. Some examples of differentiators are price, product features, and customer service.

**How your product or service will be priced:** Before a client learns of the pricing of your product or service, they generally have an idea of what they are willing to pay. It is important to disclose and explain pricing early on in discussions in order to manage expectations. Additionally, the client may love your product or service, but simply not have the budget. Discussing pricing early on can prevent wasted time on behalf of both you and your potential client.



# Before Approaching Potential Clients

## Prepare Marketing Materials

Although you or your salespeople may give a great pitch, it is important to prepare marketing materials that a potential client can review. The first piece of marketing your company should focus on is your website.

Often, the first thing about your company a potential client views is your website. This helps the potential client form a first impression about your company. It is very important to have a well designed, clean, and concise website. Spending money on a professional website developer may seem like an unnecessary cost, but it will be worth it.

Your website should detail each of the four things listed above under "Know Your Offering". Below is a great example of transparent and upfront pricing. [VBout](#), a marketing automation platform shows instantly how pricing changes depending on the features a client needs.

The screenshot displays the VBout pricing interface for the Enterprise plan. At the top, three tabs are visible: Professional, Enterprise (selected), and Agency. The Enterprise plan features a list of toggleable features on the left: Lead Management, Social Media, Landing Pages, Automation, Analytics, and Email Marketing. To the right of these features are the corresponding benefits: Unlimited Contacts, Unlimited Profiles, Unlimited Pages, Unlimited Workflows, and Unlimited Reports. The Email Marketing feature includes a slider set to 10,000 emails per month. On the right side, a 'Your Price' section shows 'Monthly Fees' with a radio button selected for 'Monthly' at \$150 /mo, and an unselected option for 'Yearly'. A prominent blue 'Get started' button is located below the pricing section, with the text '14 days free trial. No credit card required.' underneath. At the bottom left, there are icons for 'EU GDPR Privacy Shield Data Privacy Practices Compliant' and 'General Data Protection Regulation (GDPR) Data Privacy Compliant'.



# Before Approaching Potential Clients

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Additionally, it may be worthwhile to hire an SEO, or Search Engine Optimization, expert. An SEO expert can help improve your company's organic search results.

Next is a short PDF you can email to potential clients. For simple businesses, this may be a one or two page document that outlines the features and pricing. For more complex businesses, this may be several pages, and may need to go into greater depth about the product or service.

## **Prepare Content**

Creating content related to your business segment can help consumers realize both the need for, and value of, your products or services. For example, an email marketing business may create content like "how to grow your business through email marketing", "email marketing vs. direct mail marketing", or an email marketing checklist.

Recently, case studies have become a popular way to show prospects the value of a company's products or services.

Depending on the business and type of content, this may be posted on a company's website blog, put together as a downloadable resource on the company's website, or printed as brochures to put in the company office and give to potential clients.

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*Hubspot: "Prospects read at least 5 pieces of content before buying, yet only 20% of salespeople use content to sell"*

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# Before Approaching Potential Clients

Below are a few examples of real LinkedIn Ads using content to attract new clients.

**eBook:**  
**Why Talent Acquisition Needs to Undergo a Modern Mindshift**  
Download eBook

**EquityEffect**  
The Ultimate Cheat Sheet for Venture Capital Metrics  
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**We give you the tools to cut down on expense errors and spot potential areas of expense abuse.**  
**60%**  
OF CURRENT USERS REPORT AUTOMATING TRAVEL EXPENSE AND INVOICE REPORTING CUT DOWN ON EXPENSE ERRORS

**StateScoop Report: How State and Local Government Agencies Can Improve Employee Productivity and Financial Transparency**  
concur.com

**COMPLIMENTARY WHITE PAPER: 2020 TRADING TRENDS | Enverus Trading & Risk**  
enverus.com

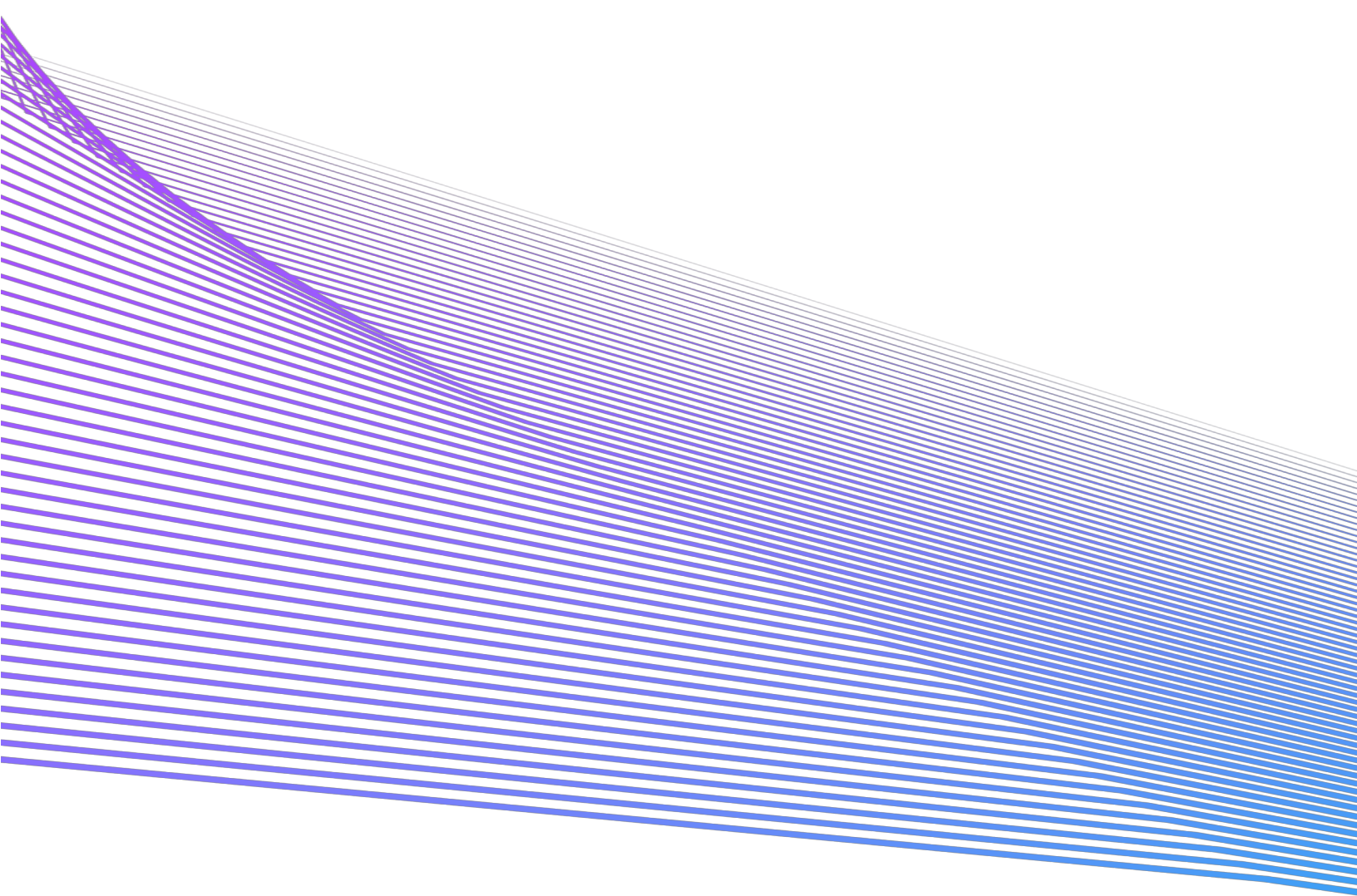
The images and text used in the screenshots above are all property of the respective companies.





## **PART 2**

# Approaching Potential Clients



# Approaching Potential Clients

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## Determine Strategy

The first step in approaching potential clients is determining what sales channels your company will use. Examples of sales channels include:

- Cold emailing/calling
- Online ads, such as Facebook and LinkedIn
- Direct mail
- Outsourced sales team (such as our Business Development Team)

For most companies, the sales strategy will be comprised of some combination of each of the aforementioned sales channels.

## Leveraging Personal Relationships

Getting in touch with a cold prospect can be difficult. One of the easiest ways to get in the doors of potential clients is to leverage your and your team's personal relationships. Have a meeting with your team to discuss each of your personal relationships and how you can use those relationships to get in front of potential clients.

## Leveraging Common Interests

Sharing common interests with a prospect can help get you in their door. For example, if you connect with a prospect on LinkedIn and notice that they posted a photo sailing last weekend, and sailing is an interest of yours as well, strike up a conversation with the prospect about sailing. Creating a personal connection.

*Our Business Development team is fortunate to have spent a lifetime building up relationships with everyone from small startups to some of the largest Fortune 500 companies. Let's discuss how we can use those relationships to grow your company.*

[Learn more about Business Development](#) ►

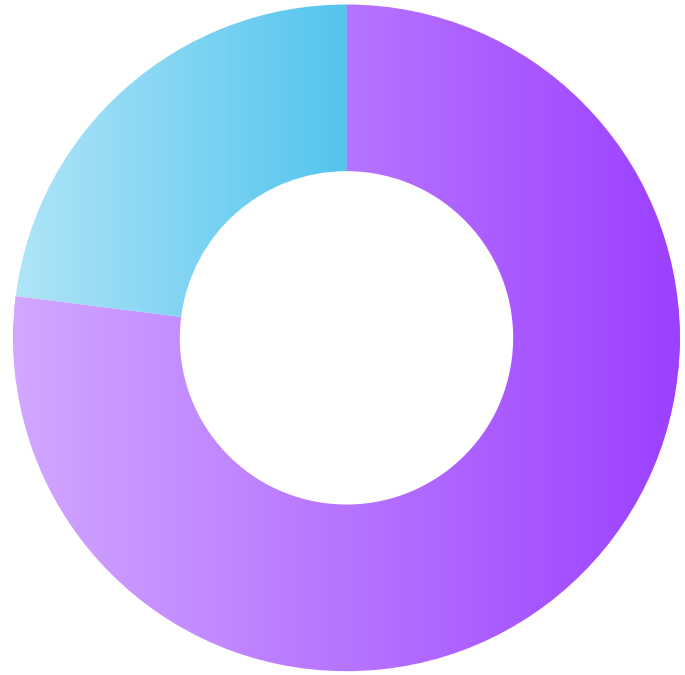


# Approaching Potential Clients

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77%

of B2B buyers state that their latest purchase was very complex or difficult



Source: Gartner

## Soft Sales Approach

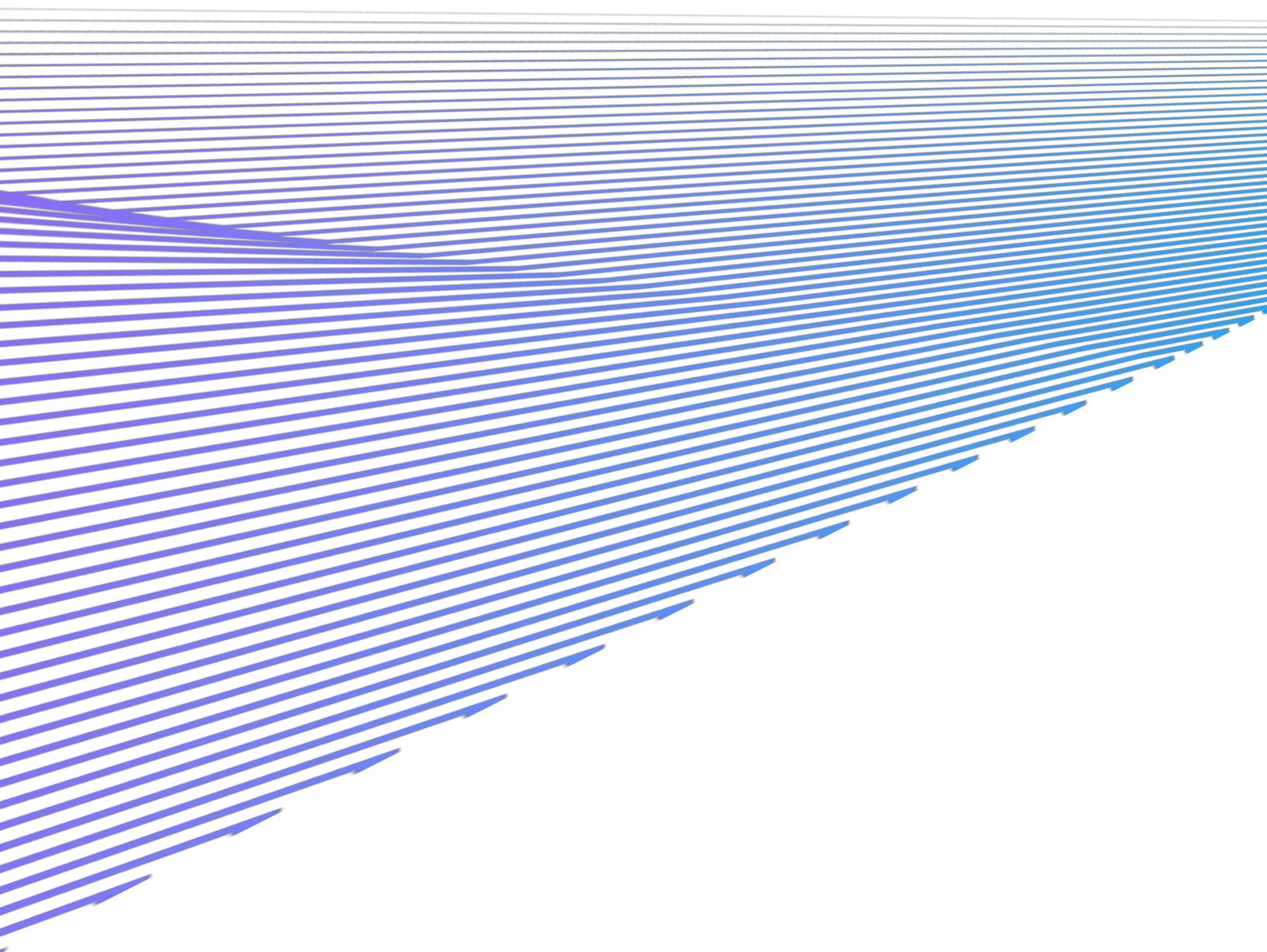
Nobody likes being bullied into purchasing a product or service. Clients want to feel as though choosing to purchase your product or service was their choice, and a decision they came to on their own. Through the sales process, you should make the client feel that you are trying to understand their company and their needs, not simply push them to purchase your product. Educating yourself on a client's business can also assist you in presenting the benefits of your product or service.

## Feedback From Marketing

Having a CRM and marketing platform on which you can track your marketing progress and measure data is key. You want to be able to generate reports that show you which of your sales channels is most effective. This can help lower the customer acquisition cost. It is important to continuously optimize your marketing strategy.



**PART 3**  
Closing Sales



# Closing Sales

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## **Pitch Solutions**

As impressive as your current and past clients and your product or service may be, the most important thing to a potential client is how you will improve their business. Will your product or service increase productivity? Will it reduce costs? Providing real and specific examples of the benefits to a potential client can help get them over the line.

## **In-Person Contact**

Meeting with a potential client in person should not be underrated. Not only does it make your business seem more credible, but it creates a personal connection between you and your prospects. While in-person meetings are more important for larger and more expensive sales, it can help with B2B sales of all kinds.

## **Actionable Timeframe**

Many times when B2B salespeople receive a "no" or "the timing isn't right" from a client, they get discouraged and move onto the next client. While a potential client may not be ready to purchase your product or service at this moment, you should not forget about them. If possible, get a timeline from the prospect as to when the right time to reconnect would be. Then, make sure to follow up periodically and stay on their radar.

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It takes an average of  
**18 Calls**  
to connect with a buyer

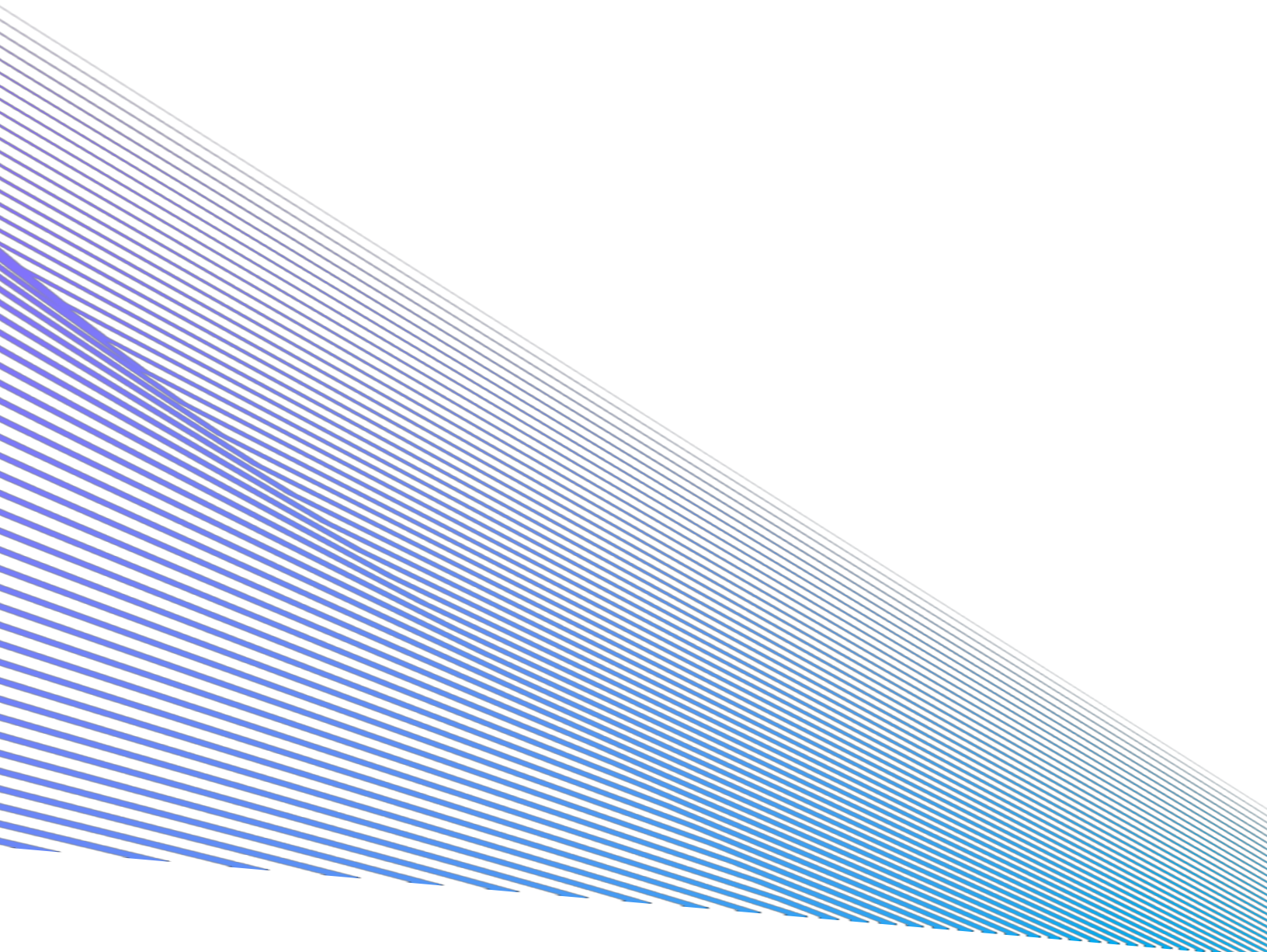
Source: Hubspot

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## **PART 4**

# Customer Support & Management



# Customer Support & Management

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Maintaining customer satisfaction is a vital and often overlooked step of the sales process. Happy clients tend to be return clients. Many companies purchasing B2B software are also growing, so it is important to stay connected, and capitalize on your clients' growth in the form of additional product or service sales.

It is also far less expensive to sell a product or service to an existing client than to take a new client through the sales process.

## Onboard Clients

An educated customer is a satisfied customer. If a customer is unaware of how to use your product or service to its full potential, they are less likely to purchase again, and less likely to recommend your company to other potential clients.

Depending on the segment in which your company operates, onboarding may be offered as a complementary or paid service.

## Add Value

Adding value over time can help maintain your customer base. Examples of adding value include adding additional features and creating content to show new ways to use the product or service.

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Likelihood of Selling to  
an Existing Customer

**60%-70%**

Likelihood of Selling to a  
Prospect

**5% - 20%**

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Source: Capterra



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# Let's Grow Your Company Together

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**We are always happy to discuss the growth or exit options available to a company.**

**ClearThink Capital assists companies with:**

- Growth Capital
- Commercial Credit
- M&A Advisory & Finance
- Business Development
- Venture Consulting

**GET IN TOUCH**

Or visit us at [ClearThink.Capital](https://ClearThink.Capital)

