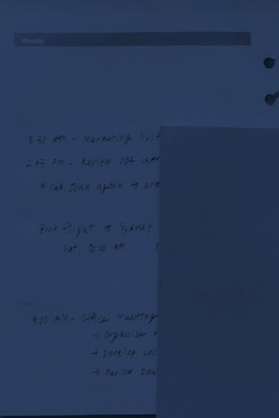


# THE ULTIMATE SALES ENGAGEMENT GUIDE



ON HOW MODERN BUYERS LIKE TO BUY



SALES HACKER

THE BRIDGE GROUP

MODERN SALES PROS

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# THE PURPOSE OF THIS SURVEY

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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

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**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

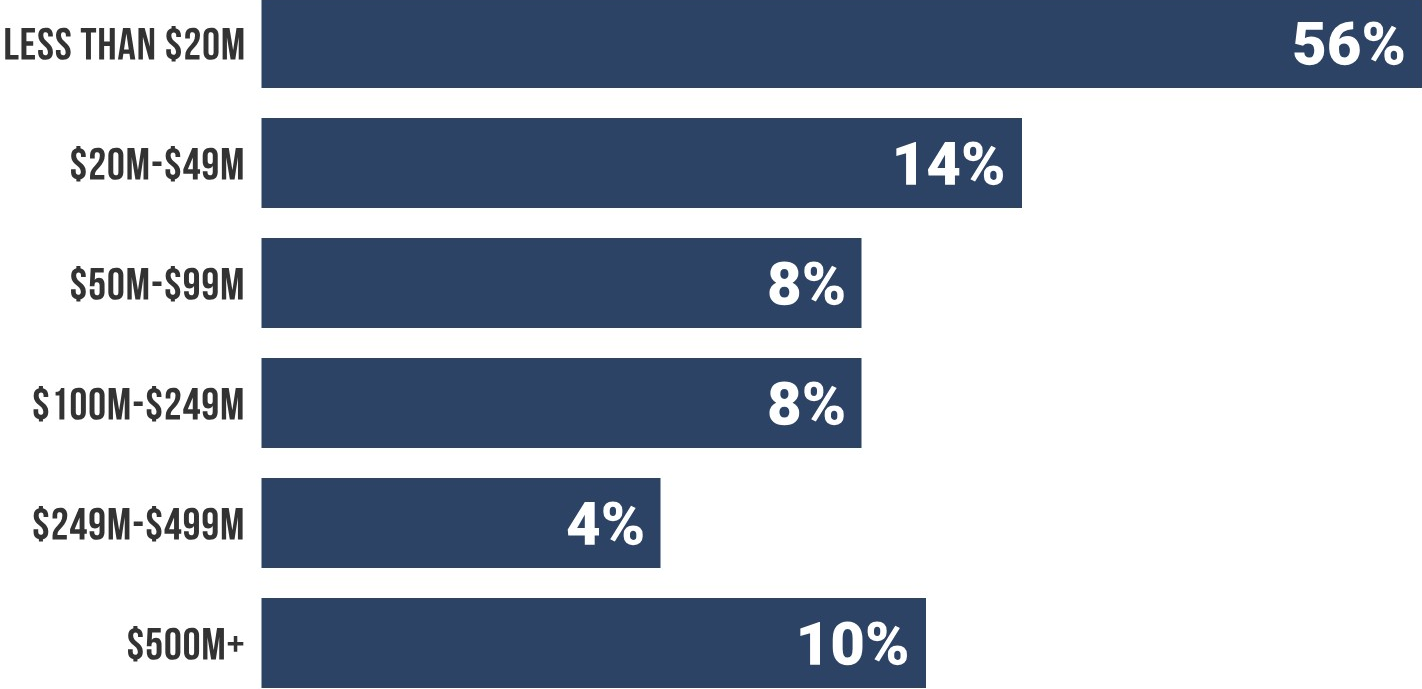
SECTION 1

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# WHO WE SURVEYED

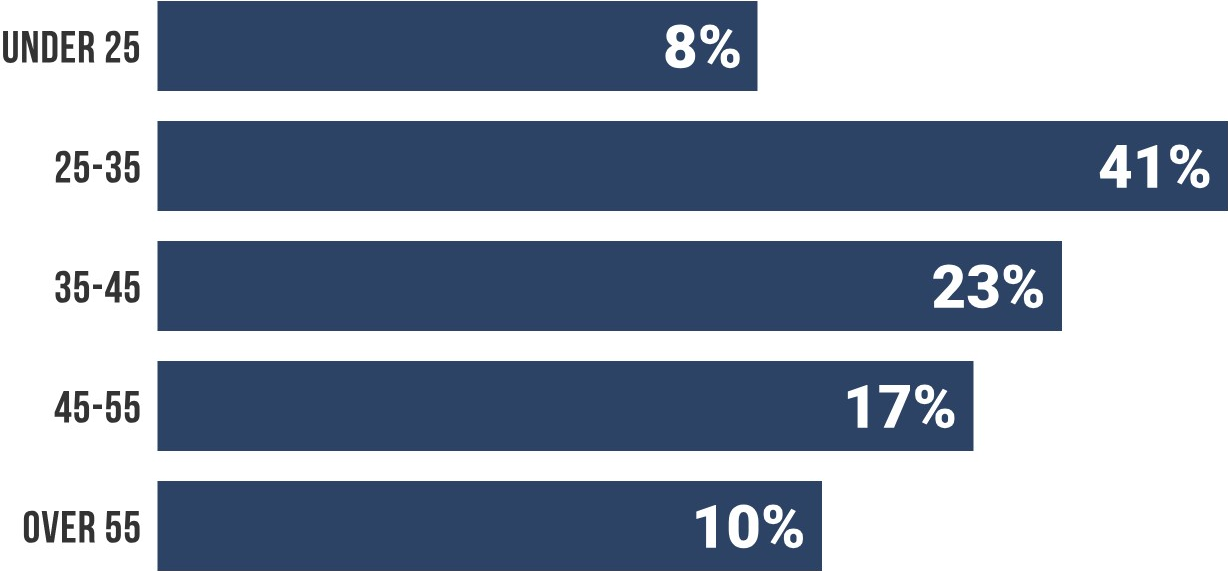
# REVENUE OF SURVEY RESPONDENTS

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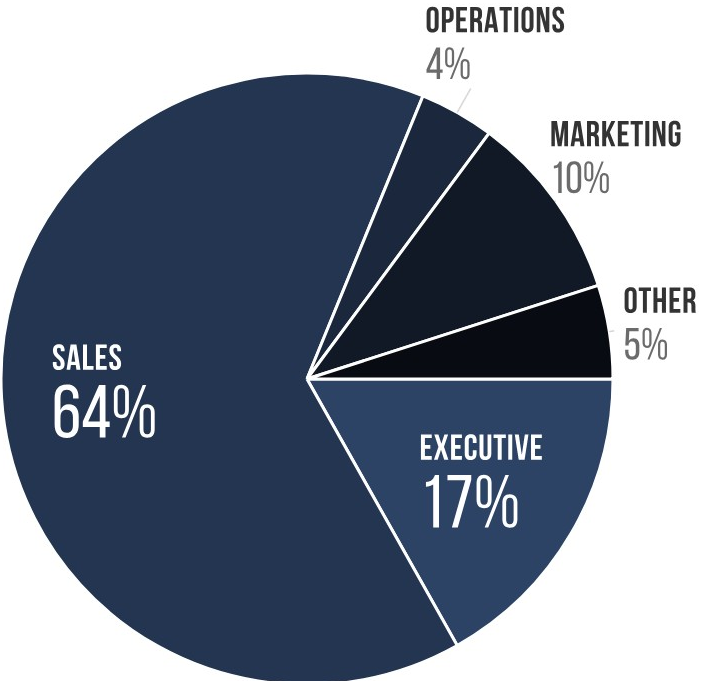
# REVENUE OF SURVEY RESPONDENTS BY AGE

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# RESPONDENTS BY JOB FUNCTION

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SECTION 2

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# PREFERRED METHODS OF COMMUNICATION



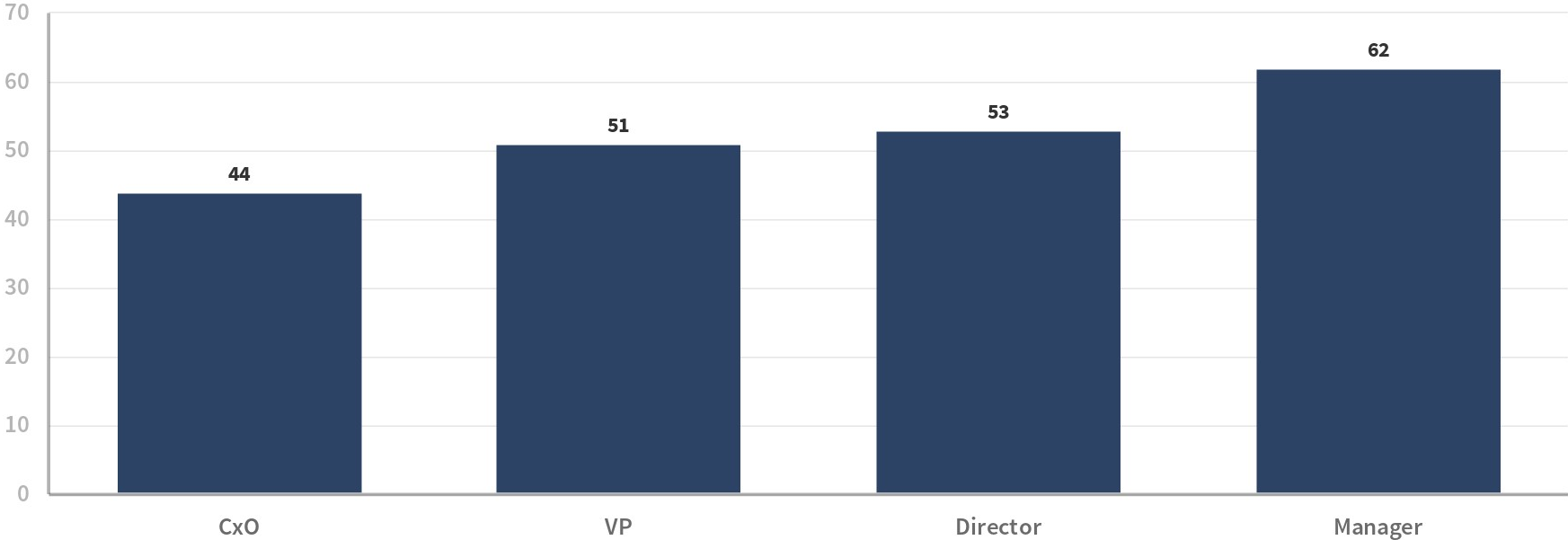


**SO, IMAGINE YOU ARE  
BEING CONTACTED  
BY A SALES PERSON.  
THEY HAVE DONE  
THEIR HOMEWORK  
AND THEIR  
SOLUTION MIGHT BE  
APPROPRIATE FOR  
YOUR ORGANIZATION...**



**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**

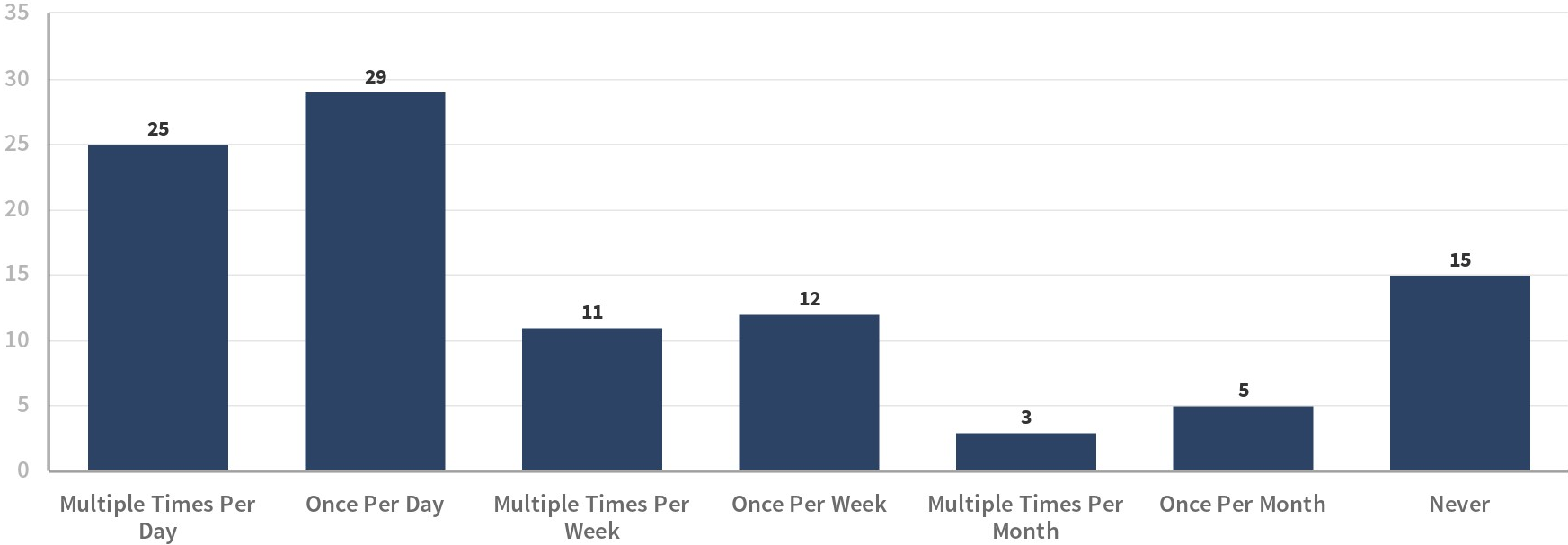


**QUESTION 2:  
HOW OFTEN DO  
PEOPLE LISTEN TO  
VOICEMAIL?**

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

**AVERAGE OF 5.6 TIMES PER WEEK**

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



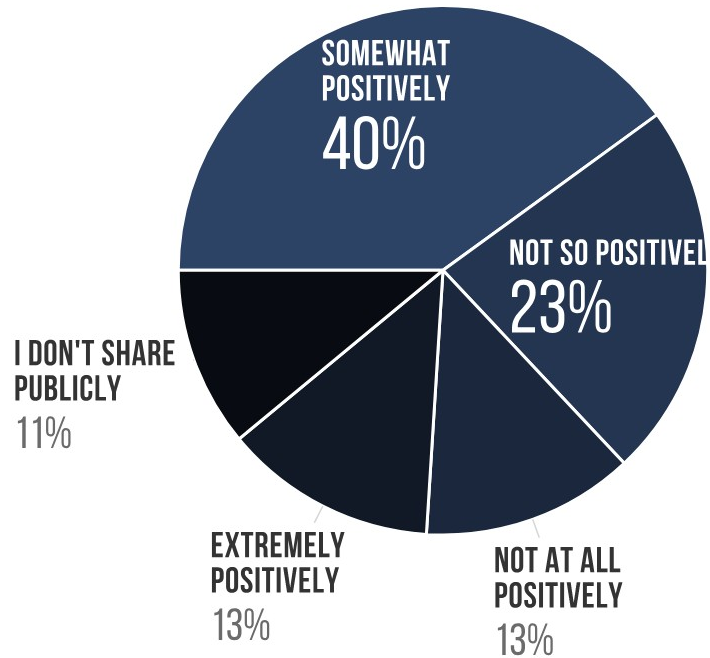




**QUESTION #3:  
IS MOBILE NOW AN  
ACCEPTED METHOD  
FOR SALES  
OUTREACH?**

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

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**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?

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**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.**

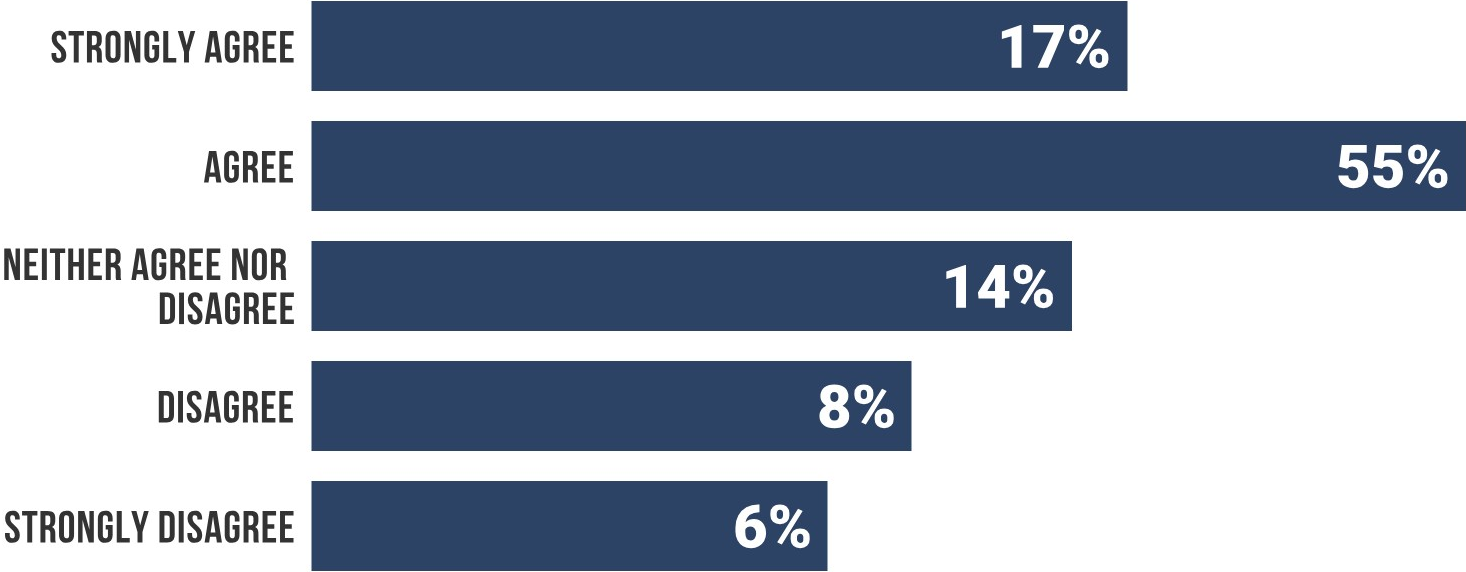


**QUESTION #5:  
IS LINKEDIN AN  
EFFECTIVE PART OF  
AN OUTREACH  
STRATEGY?**

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

# I OCCASIONALLY ACCEPT CUSTOMIZED CONNECTION REQUESTS FROM SALES REPS

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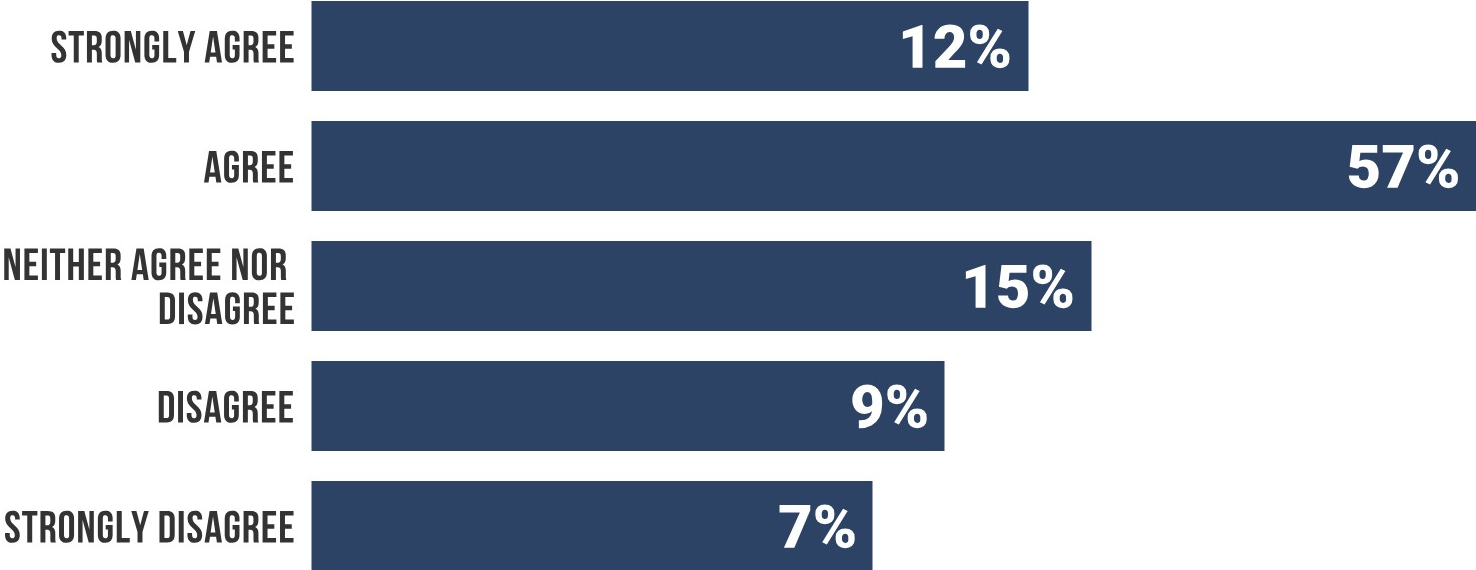


**MOST LIKELY TO ACCEPT CUSTOMIZED REQUESTS:  
SALES AND EXECUTIVES**

**LEAST LIKELY TO ACCEPT CUSTOMIZED REQUESTS:  
OPERATIONS**

# I OCCASIONALLY RESPOND TO LINKEDIN INMAIL FROM SALES REPS

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**MOST LIKELY TO RESPOND: SALES AND EXECUTIVES**  
**LEAST LIKELY TO RESPOND: OPERATIONS**

SECTION 3

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# PREFERRED WAYS TO CONSUME CONTENT

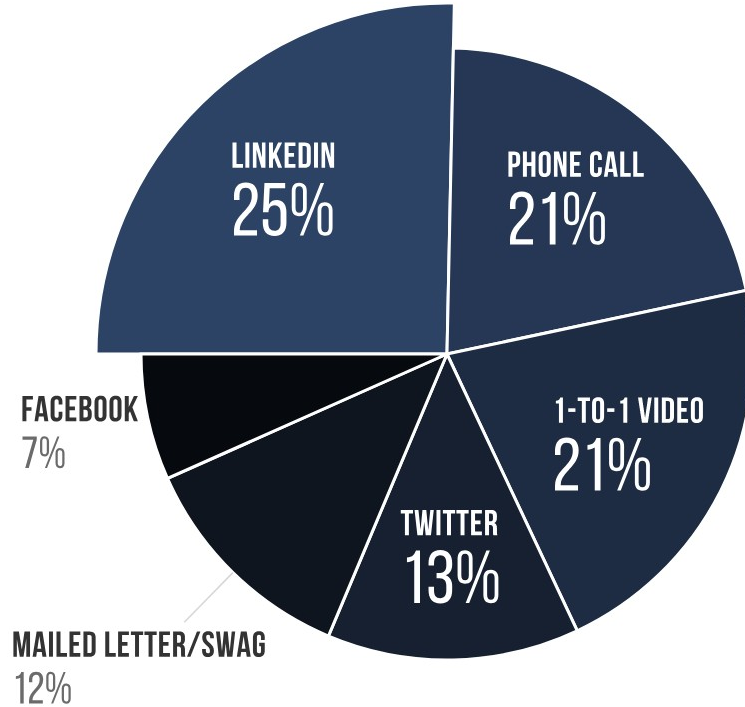




**QUESTION #6:  
WHAT IS THE  
PREFERRED METHOD  
FOR CONTENT  
CONSUMPTION?**

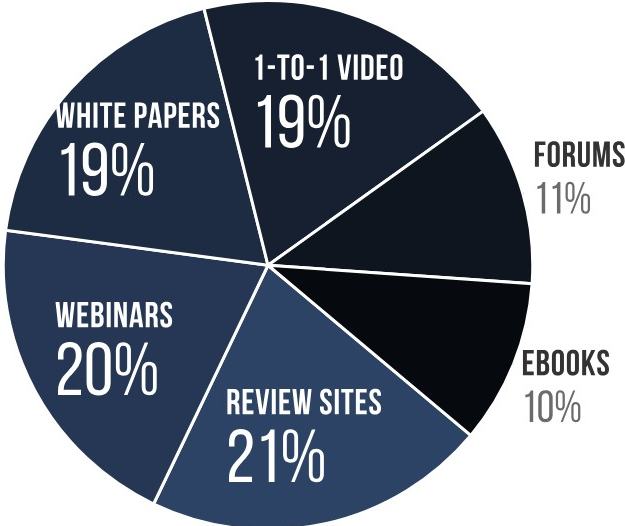
# WHAT MEDIA IS MOST LIKELY TO ELICIT YOUR REPLY?

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

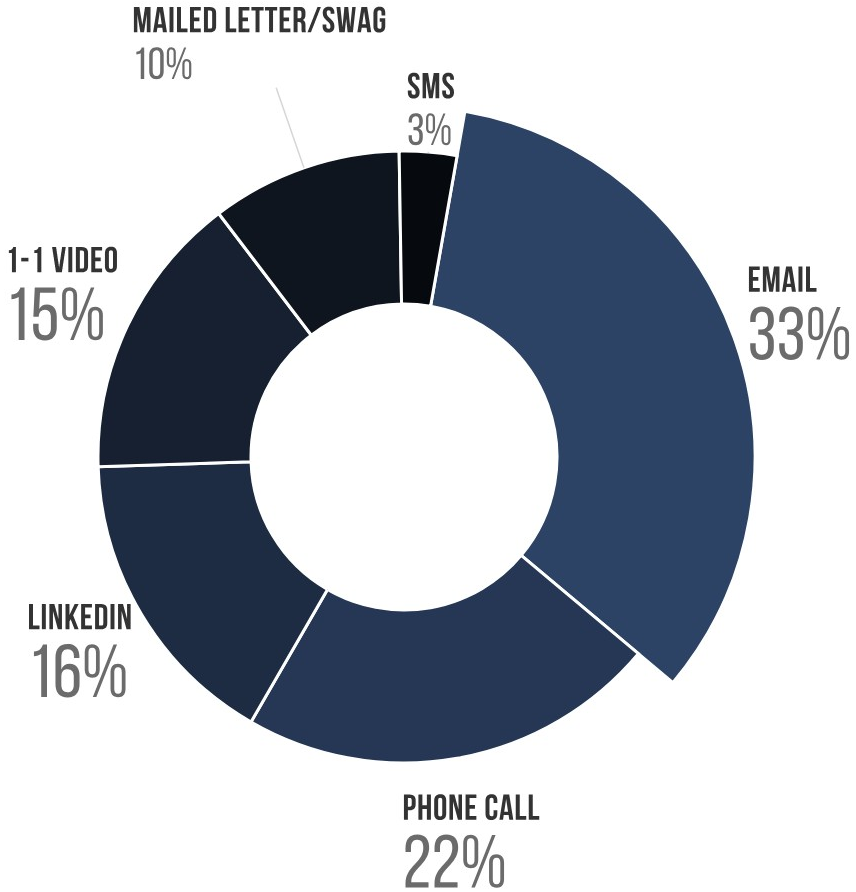
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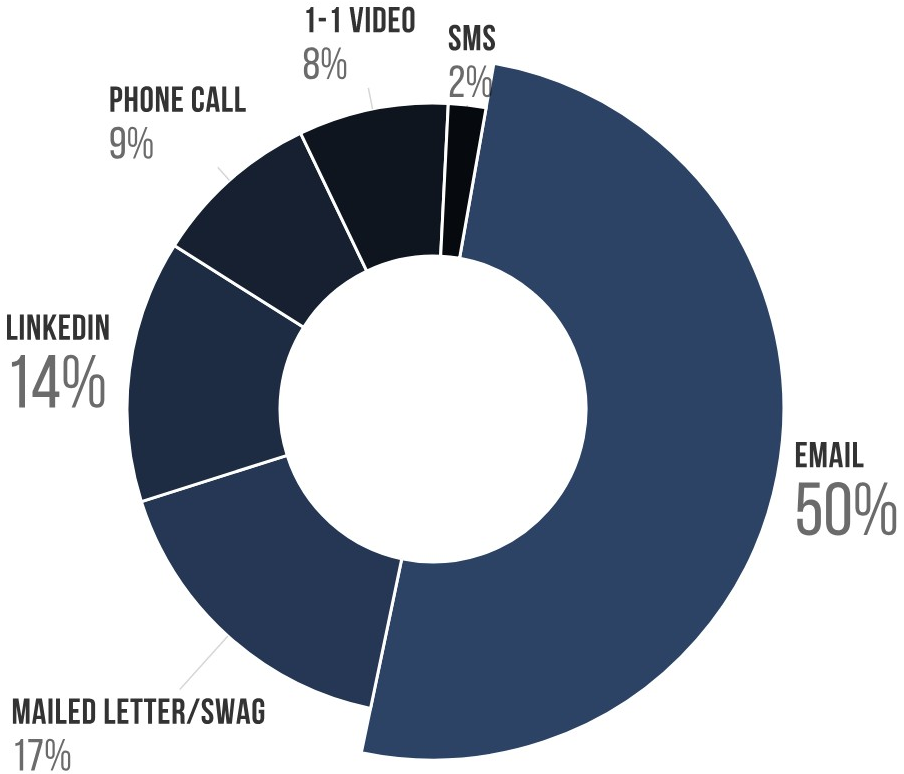


**QUESTION #7:  
DOES FUNCTIONAL  
TITLE/ROLE EFFECT  
DESIRED  
COMMUNICATION  
METHOD?**

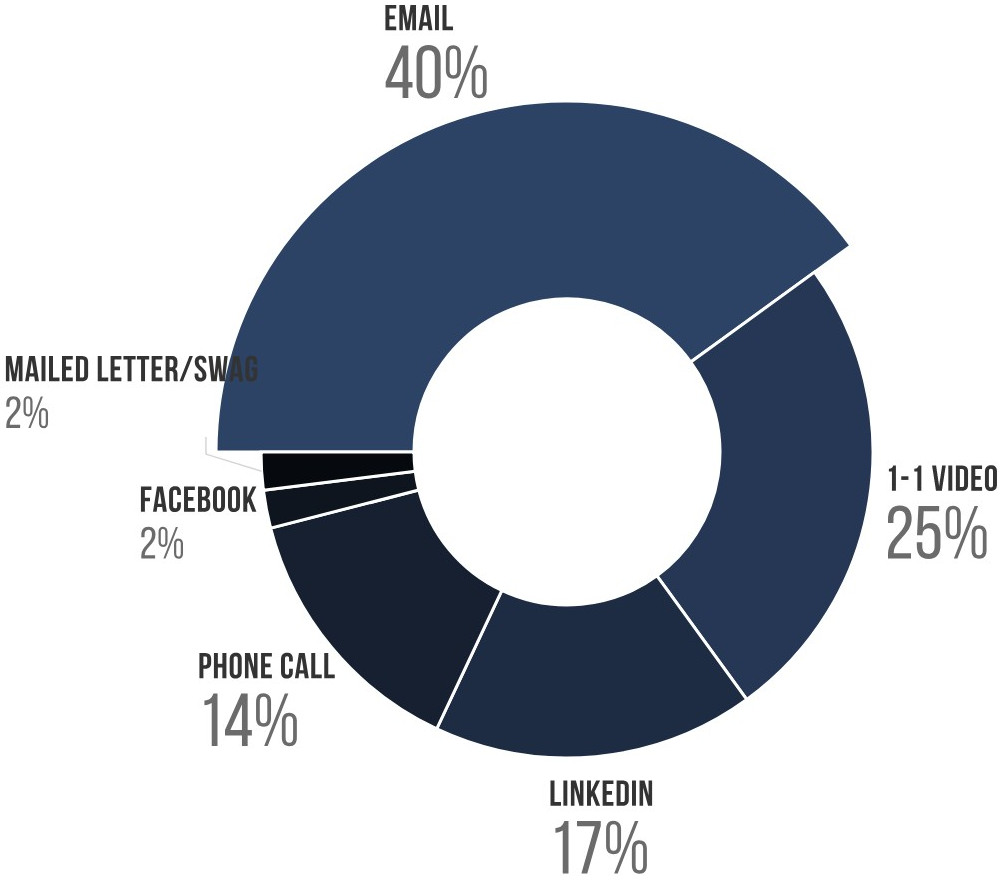
# DESIRED COMMUNICATION METHODS FOR SALES ROLES



# DESIRED COMMUNICATION METHODS FOR MARKETING ROLES

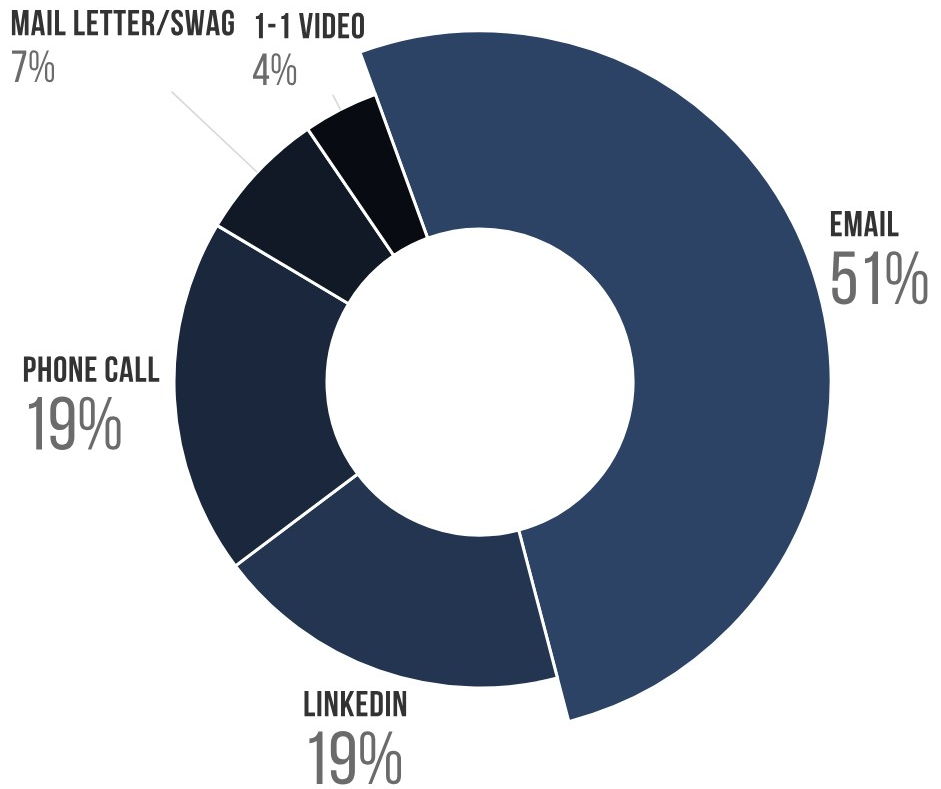


# DESIRED COMMUNICATION METHODS FOR EXECUTIVE ROLES



# DESIRED COMMUNICATION METHODS FOR OPS ROLES

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SECTION 3

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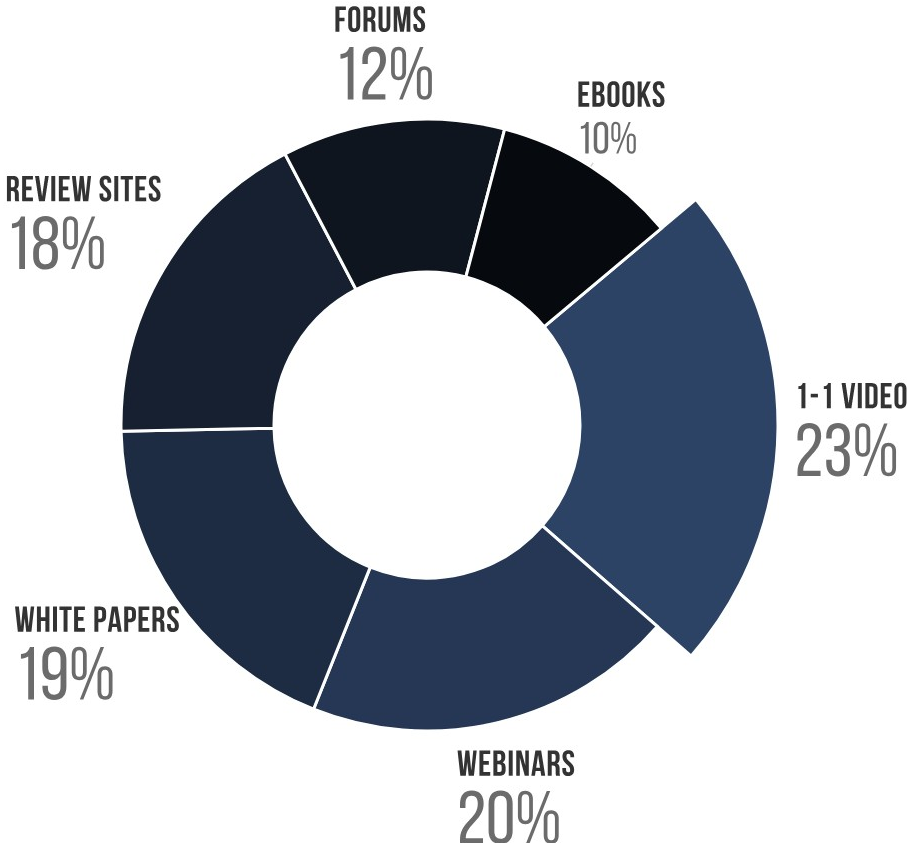
# PREFERRED FORMS OF MEDIA



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

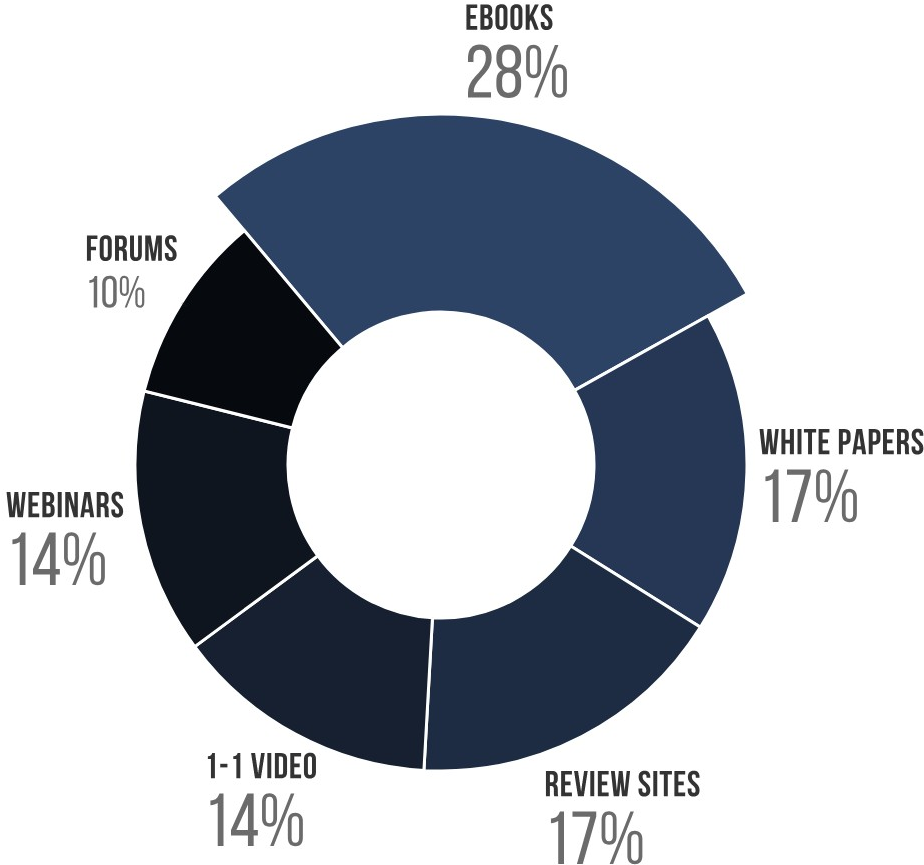
# DESIRED MEDIA CHANNEL FOR SALES ROLES

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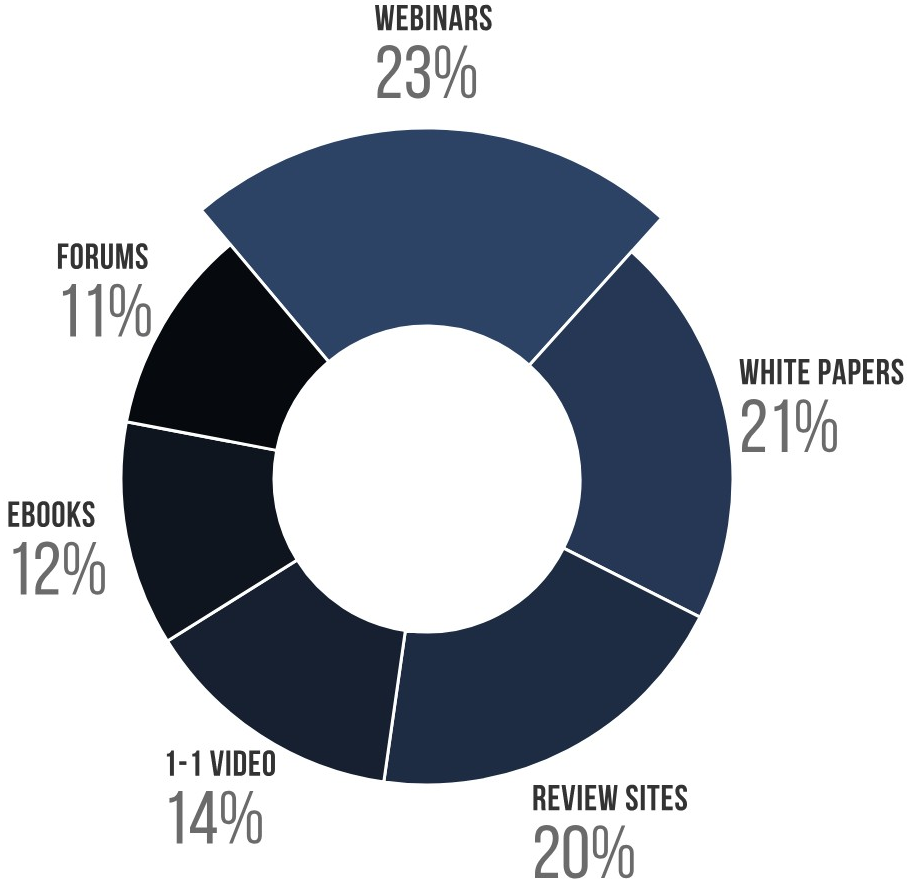


# DESIRED MEDIA CHANNEL FOR MARKETING ROLES

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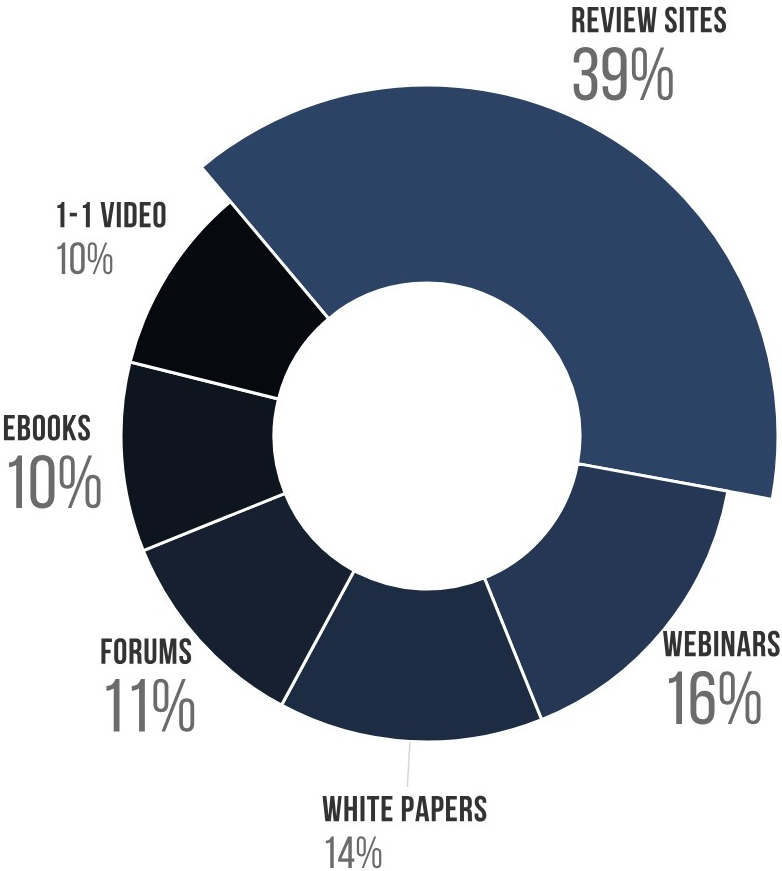


# DESIRED MEDIA CHANNEL FOR EXECUTIVE ROLES



# DESIRED MEDIA CHANNEL FOR OPS ROLES

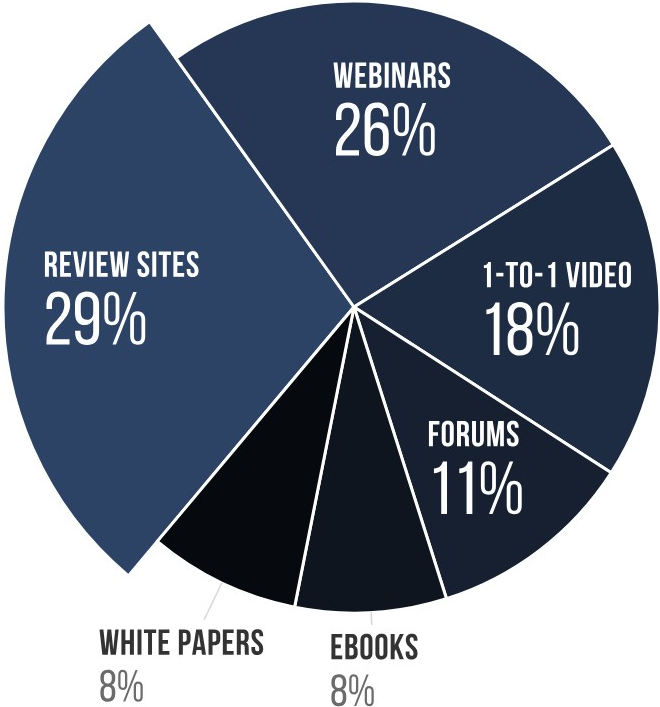
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**INTERESTINGLY, THERE IS AN AGE DISPARITY  
IN PREFERRED MEDIA CHANNEL**

# PREFERRED MEDIA FOR AGE 35 AND UNDER

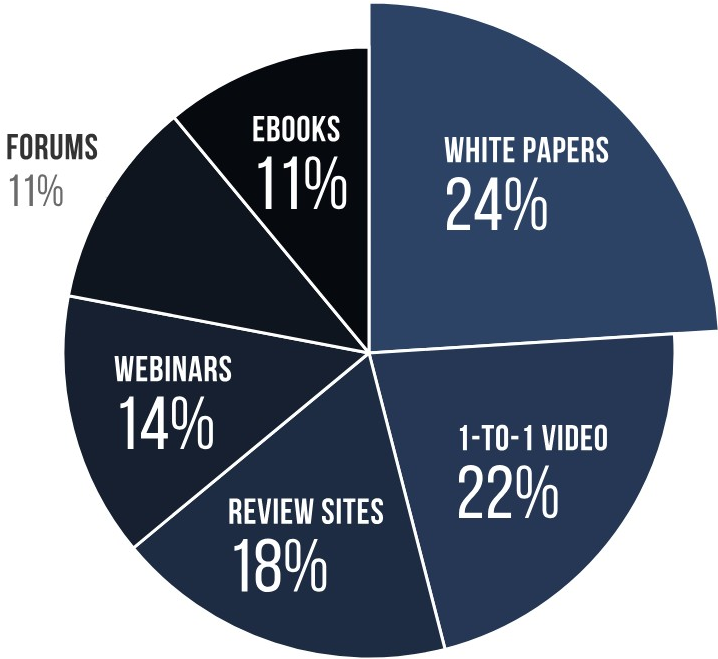
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# PREFERRED MEDIA FOR AGE 35 AND ABOVE

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A dark blue, semi-transparent overlay covers the entire image. In the background, a group of business professionals is gathered around a table. The central focus is a firm handshake between two individuals, symbolizing agreement or partnership. Other hands are visible on the table, some pointing at documents or laptops, suggesting a collaborative meeting. The overall tone is professional and serious.

# TOP 3 KEY TAKEAWAYS

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

**2. LINKEDIN HAS EMERGED AS A POWERFUL  
COMMUNICATION VEHICLE WHETHER  
VIA EMAIL 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 AND TEXT. SALES LEADER WHO SWITCHES CONTEXT EVERY TEN MINUTES AND LIVES OUT OF THEIR PHONE? CELL CALLS AND TEXT MESSAGE CAN WORK.**

**JOIN THE CONVERSATION AT  
SALESENGAGEMENT.COM**

# RESEARCH PARTNERS

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