Schober

udo in B2B sales: data-driven & digitized, more efficient than ever

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What to expect - Summary for decision makers

Many companies and sales organizations are not keeping pace with the rapid changes that digitization has brought about in recent times and are only doing what they have always done. In the past, they were also successful with this, as their work is primarily built on the personalized relationship with the customer. However, the challenges for B2B sales are becoming increasingly complex. It's not just customers and markets that have been transformed by digitization. Technology is turning sales upside down overall. The opportunities outweigh the risks, but only if you know how to use them.

Over the next few pages, we want to take you on a journey into the new world of B2B sales. To this end, the white paper first discusses **the three most important challenges for sales managers** - beyond the buyer journey in the narrower sense. The second part focuses - for your maximum benefit - on concrete use cases. We show **the most important success factors for B2B sales**. The Schober consultants will provide you with further background information in a personal discussion. The third part presents udo**, a concrete solution concept for sales digitization.**

We hope you enjoy it and gain even more useful insights. If you have any questions or want to deepen individual aspects, we look forward to the dialogue with you!

Your
Schober-Team

Three central challenges for B2B sales

Scarce resources: no staff, no time, no budget

Sales is one of the most important units in the company: As the central interface, sales professionals continuously mediate between the company, the market and the customer. Their expertise about the product and the customer is particularly important in the sale of capital goods. After all, a solution will only be sold if it is brought closer to the prospective customer and explained. Once the prospect is convinced, he drives the deal himself and becomes a customer. („Value-based selling", Martin Brahm, Managing Director of Schober Information Group Deutschland GmbH). Conversely, this means that without convincing advice from the sales department, the sale will fail.

The prerequisite for this is qualified personnel. But good sales staff are hard to find. That's why sales managers have to invest a lot of time in recruiting and training. At the same time, sales people's resources are limited. Simply hiring more staff is usually not allowed by budgets. A key challenge for managers in sales organizations is therefore scarce resources.

Organizational and procedural challenges

If resources are already scarce, then their optimal use for sales success is particularly important. Are the right sales people deployed at the decisive points? Do the sales people know their own solution offering and at the same time the customer's requirements so well that a consultation is highly likely to lead to a deal? Top sales managers have such questions under control. But without the right organizational and process framework, even sales geniuses won't get there. So, to summarize the second challenge: Sales organizations must be organized in such a way that the human resource can focus on maximum value creation. Everything else can be digitized.

Digitization: Digitized Buyer Journeys, Digitized Markets

The digital transformation has enormous consequences: It has fundamentally changed the way business customers seek information, are persuaded, and make purchasing decisions. B2B customers are also using digital purchasing and communication channels as a matter of course, in addition to previous options. New touchpoints between customers and companies, more sales and communication channels, and non-linear purchasing processes increase the complexity for sales. While the choice for the target groups increases, customer loyalty decreases.

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Digitization? More solution than challenge, if you know udo

As much as digitization is changing and challenging B2B sales, it also holds the tools to solve the challenges, because:

- scarce resources can be balanced and even leveraged through smart use of technology

- organizational challenges and complex processes can be digitized and automated. This ensures the necessary efficiency and increases sales

- the new and complex buyer journeys provide more knowledge about target customers and their needs thanks to data-driven interaction

- in digitalized and dynamic markets, a digitalized sales force shows its full strength.

The Schober Information Group offers all of this automated in the universal data orchestration Platform udo and has thus set new standards in data-driven sales. udo makes the 360-degree customer view a reality, analyses the buyer journey in real time and ensures sustainable sales increases across channels with individualized sales interaction. Schober's strength lies in the combination of the Schober data universe and udo technology, which unites the Customer Data Platform (CDP) and the Customer Prediction Platform (CPP).

Interfaces to more than 1,000 source systems

To illustrate from theory to practice

But now let's get down to practice: In the following, we present selected business scenarios for decision-makers in B2B sales. In all cases, the procedure is based on the four-step data strategy of Brahm's staircase.

Operational potential identification and customer profiling

At the beginning of the sales process is the need to define target groups and understand them as precisely as possible. With their first-party data, companies often only have basic information about their existing customers - mostly addresses and purchase history. But if you want to sell in a personalized and value-oriented way, you need more information and more potential. This is where udo helps and answers questions such as: What potential does a target group segment have? What does the customer need as the next product? AI models have already proven themselves over the self-configured standard "next best product" solution.

For all first party data managed in the platform, udo users have direct access to the Schober data universe. This means that integrated data cleansing and data quality are no longer challenges. Above all, access to the Schober data universe offers data enrichment at the click of a button and thus valuable additional information for subsequent analyses. Specifically, in the B2B environment, digital firmographics on industries, company size, the software used and communication channels used expand the view of potential new customers.

The seamless combination of first- and third-party data provides a detailed view of potential and customers. Accurate profiling leads to better results at each subsequent step in the buyer journey. Product synergies, top entry products, the best time to visit the right customer and much more - these are just a few examples of the added value of data-driven and digitized existing and new customer sales. It is the answer to the challenge of digitization for B2B sales.

Efficient: lead recognition, lead attribution and lead scoring

A central goal in B2B marketing is the acquisition of valuable leads, i.e. new contacts with a concrete interest in buying the offers of the advertising company. What sounds simple is a complex and, above all, time-consuming undertaking for sales experts on a day-to-day basis. How do you distinguish between contacts who are merely generally interested and leads who are of value? This is a crucial question for the sales process, because it makes an enormous difference for the further procedure and the return on investment.

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With the help of udo and the integrated Schober data universe, leads can be qualified easily and automatically. udo not only analyses the frequency of visits via several information tools such as landing pages, stores, configurators and much more, but also the potential of the prospects.

Thus, udo also supports lead scoring in that the platform forecasts purchase probabilities and then determines in which channel the lead is best processed further. Leads that are immediately ready for sales can be passed directly to sales and personally advised by sales professionals on contracting. This automated lead attribution replaces numerous manual activities and ensures with first-class processes that the professionals only focus on the currently promising leads. Contacts with lower sales maturity are further developed with perfectly coordinated communication systems. They remain in the automated lead-nurturing process until the right time comes to close the deal. Completely digital sales processes right through to the legally compliant conclusion of contracts are already being used successfully. In this way, valuable resources - both financial and human - can be optimally deployed.

Managing the customer lifecycle: Focus on existing customers

Studies show: The acquisition of new customers is significantly more expensive than maintaining existing customers. This is why the customer lifecycle is a key revenue lever. However, sales organizations need support to intensively address the needs of their existing customers. The key to this is the ongoing data-driven evaluation of customer requirements at every stage of the customer lifecycle. Those who know the customer life cycle can sell more in a value-oriented manner. The result: new customers are developed into existing customers and there are more frequent multiple buyers as well as stronger cross-selling.


Foto © shutterstock

Customer value analyses and cancellation prevention

udo offers detailed customer value analyses for further focus for sales. If you really know your customers and which products are useful, you can also provide value-oriented advice and sell with high turnover. Product synergies, top entry-level products, the best time to visit customers and much more - these are just a few examples of the added value of data-driven and digitized B2B sales.

In addition to analysing the inventory, the future potential for further sales is also forecast. At the same time, sales discussions can be personalized and value-oriented with the insights gained. "The right offer at the right time through the right channel - or through the account manager! This convinces every customer that they are with the right provider," emphasizes Martin Brahm. At the same time, the company consolidates customer loyalty and prevents churn. After all, customer value analysis with udo also includes identifying potential churners. This enables sales staff to target critical customers and win them back with special offers before they switch to the competition. This is maximum sales efficiency despite scarce resources.

Conclusion, data protection and outlook
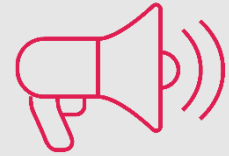
The sales process should be value-oriented, especially in the digitalized environment. Martin Brahm: "Despite scarce resources, digitization with new technological possibilities also offers the answer to the central question of all managers and sales professionals: MiniMax, or how do you create maximum results with minimum effort? Those responsible who build up sales in a data-driven and digitized way sell twice as efficiently."

With udo, **the platform for data-driven B2B sales**, sales units optimize both their sales strategy and their sales processes. In the operational area, udo relieves sales professionals through **automation** and provides the decisive information for **value-oriented selling** with lead scoring and lead attribution.

The SaaS platform udo combines all available data sources in the company to present the Buyer Journey in a data-driven and complete way. Machine learning and AI provide real-time analytics and insights. To predict customer behaviour and improve sales advice, udo assigns important Schober characteristics to the respective target groups and supports sales professionals along the sales process - personalized, value-oriented and cross-channel. In addition, udo consistently complies with current data protection legislation: servers in Germany, DSGVO-compliant data processing, and continuous legal audits ensure that all services comply with data protection regulations: no experiments, no risks, no surprises. There is no time to lose, the future is now. Good that udo as a SaaS solution is ready for you today without delay!

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WE ARE HAPPY TO ADVISE YOU

About Schober Information Group Deutschland GmbH:

Schober Information Group Deutschland GmbH supports its customers in the digitalization of sales and marketing.

The basis of all services is our unbeatable data universe with millions of data and billions of characteristics. Accompanying measures such as data merging and cleansing, the enrichment of customer data with Schober characteristics, AI-driven sales and marketing analyses, and precisely tailored advertising targeting across all channels are bundled automatically in the **u**niversal **d**ata **o**rchestration platform – **udo** for short. A SaaS platform for all marketing requirements in digitalized sales.

For more information please visit: www.schober.de

You can find more about udo at: schober.de/udo

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