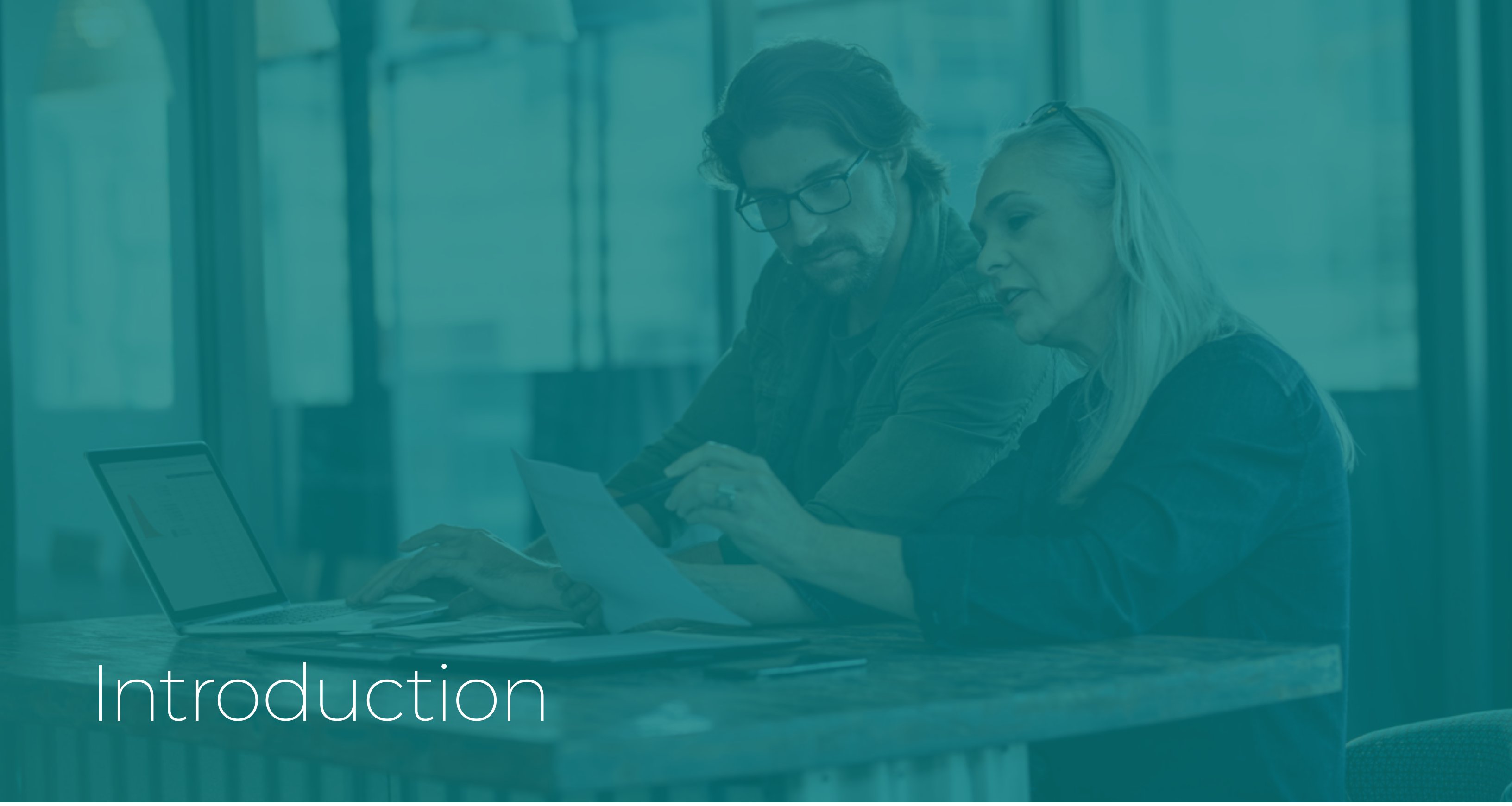
Fixing The **Five Biggest Breaking Points** For Most B2B Revenue Teams



Introduction

Fixing The Five Biggest Breaking Points For Most B2B Revenue Teams

The B2B sales process is becoming increasingly complex. Some **79% of B2B buyers** said between one and six people are involved in the purchase process at their companies. Nearly **one-third (31%)** said the length of the purchasing cycle has increased significantly compared to a year ago. At the same time, B2B products and services are becoming more commoditized, making the customer experience more important than ever.

B2B sales, marketing and customer support teams have a seemingly endless supply of tech tools at their disposal. Yet, by making a deluge of data available, these applications often seem to cause more problems than they solve. No wonder only **20.5% of sales and marketing professionals** are satisfied with their current lead management capabilities.

How can your organization's revenue team develop a more effective go-to-market strategy? Start by fixing the five biggest breaking points that plague B2B revenue teams.

Integration Impediments

The breaking point: A prospect contacts your organization… and five different people follow up with them.

How many tools does your marketing team have in its tech stack? Fifteen? Twenty? More? How about your sales team? So many tools, so much data — and so many problems connecting it all in an effective and efficient way. Some **85%** of B2B sales and marketing professionals say managing internal and external sales process factors involves a high level of complexity.

To get an accurate view of the customer journey and deliver a unified customer experience, revenue operations teams need a common data thread through all go-to-market actions. But sales and marketing have traditionally operated in silos, and so do the marketing and sales tech solutions they use. Without the ability to connect different data points across all of the applications your team uses, you're not getting the full value from that data.

THE FIX

Solutions that integrate with the marketing automation, CRM and sales automation tools you already use will help you unify, sort and manage data from multiple channels and applications, so you can put it to good use. Look for tools that offer customization and automate conditional sales workflows, triggering touches to deliver targeted messaging to leads and valuable opportunity data to sales reps.

2. Account Matching Mayhem

The breaking point: An existing customer downloads an E-book, gets added to your system as a lead…and gets a string of sales calls.

B2B revenue operations teams gather a lot of data. But without proper lead-to-account matching, valuable data from your CRM may be wasted if sales can't link it to the lead. Poor account matching compromises your ability to do account-based marketing, your inbound and outbound marketing campaigns and your sales reps' ability to upsell and cross-sell clients. If a high-level enterprise lead is sent to a low-level ADR, you could miss out on a big opportunity. If an existing customer receives endless calls from sales development reps, you run the risk of alienating a valuable client.

Using account matching to determine whether a lead is brand new, part of an existing customer account or part of an account that's already in an opportunity cycle helps you respond appropriately to leads. But simply matching leads to accounts based on one or two factors, such as domains or emails, is not enough for enterprises with large-scale, complex sales models.

Can your account matching solution identify whether a lead is part of a certain subsidiary of a given company? Can you tell if the lead is with the European division or the U.S. division of the subsidiary? What do you do with duplicate accounts?

THE FIX

Solutions that allow for sophisticated account matching rules, support complex hierarchies and can be tailored to your team's needs can help you go beyond basic account matching to unlock this tool's full potential. The more advanced your account matching abilities, the better you can harness account data to personalize future outreach with targeted messaging.

3. Routing Gone Wrong

The breaking point: A prospect contacts you…but no one follows up with them.

Getting the right lead to the right person at the right moment is key to driving revenue; but as many as **one in four B2B leads** get assigned to the wrong sales rep.

Incorrectly routing leads can waste valuable time as reps manually reassign the leads. It can cause territorial conflict between reps if the wrong rep acts on the lead. And if a high-value lead doesn't get a response, it can damage your brand reputation — or even cost you a sale.

What's behind the problem? More than **one-third of companies** still route leads manually, a process prone to human error. But even automated routing solutions can fall short if the app doesn't offer the ability to customize your routing system. Do you want to route leads by region, by industry or by product line? Do you want to tier teams, use a round-robin approach or incorporate time-based routing?

THE FIX

You shouldn't have to adjust your go-to-market model to fit a routing app. Instead, identify the key factors in routing leads and map out where you want leads to go to create a model of what your routing process should look like. Look for solutions that let you build a customized routing system based on your go-to-market strategy and iterate quickly based on what you learn. With accurate, automated routing, leads get responses faster, accelerating the sales cycle and expediting revenue.

4. Attribution Agony

The breaking point: “I never visited your booth — in fact, I didn’t even go to that trade show.”

Knowing how, when, where and why a lead engaged with your business is essential to targeting future touches contextually. Understanding which campaigns are driving leads and sales is crucial to measuring ROI, allocating resources appropriately and budgeting effectively. Clearly, accurate attribution is essential to the success of revenue ops teams. Yet **48% of sales teams and 39% of marketing teams** don’t trust their own organization’s pipeline and revenue attribution numbers.

Each revenue ops team has its own attribution model depending on its goals. A team focused on driving awareness may want to focus on first-touch data, such as how a lead became aware of your company. A team focused on the later stages of the sales journey may want to capture last-touch information to learn what converted a prospect into an active opportunity. And, of course, your attribution model will change as you enhance and refine your go-to-market strategy.

THE FIX

Solutions that enable multi-touch attribution give you the flexibility you need to gain a multi-dimensional view of the entire customer journey. Get a big-picture view of all your campaigns or focus on areas of particular interest, such as assessing spend or calculating ROI. With a comprehensive view of how leads engage, you can measure each campaign's contribution to conversion and revenue and make data-based decisions on what to adjust. Look for a customizable solution that provides the option to develop your own attribution model and modify it as needed.

5.

(Out Of) Alignment

The breaking point: Buyer: “Can you please tell your SDR to stop emailing me?”

Many B2B companies still rely on the conduit sales model, in which marketing and sales development teams each do their part, then “hand off” the lead to the sales rep to close. This approach reinforces divisions between teams.

While marketing and sales do come together occasionally to share data, most of their day-to-day work is still done in disparate silos across the company. Only **36% of B2B professionals** said sales and marketing meet weekly or daily; 8% say sales and marketing teams *never* meet. Each group uses its own tools to collect and measure its own data — and since CRM, marketing automation and sales automation tools have evolved at different paces, these solutions are rarely integrated into an end-to-end continuum.

With sales, marketing and customer operations teams all marching to a different drummer, alignment suffers. So does the buyer experience, as buyers receive misaligned messaging rather than coordinated touches that move them along the sales funnel.

The revenue operations model, which unites the customer-facing functions of sales, marketing and customer support as one team, is slowly changing the way B2B companies sell. The payoff can be huge for companies that follow the revenue ops model: When sales and marketing are in alignment, **sales performance increases by 54%.**

THE FIX

By coming together to create a common set of go-to-market processes to follow, you'll enhance efficiency, effectiveness and customer satisfaction. A solution that helps you orchestrate customer engagement according to a unified go-to-market strategy will keep your entire team on the same page.

Conclusion

In an environment of increasing commoditization and complexity, B2B businesses face serious sales challenges. By fixing the five most common breaking points that plague B2B revenue teams, your organization can turn prospects into leads, accelerate the sales cycle and expedite the revenue process.

LeanData®

LeanData is the leader in Lead-to-Account Matching, Routing, and Marketing Attribution solutions. We stand at the center of your CRM, connecting data to the right people. By aligning marketing and sales with accurate matching, routing, and accurate attribution, sales reps only get the leads, contacts, accounts, and opportunities they need to work on, so they can close more deals and drive more revenue, faster.

LeanData is helping over 360 customers, including Marketo, Adobe, and Glassdoor, reduce complexity and frustration while accelerating revenue.

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