



E-BOOK

Master Modern B2B Selling with Enablement

How Seismic Equips Sellers for
Success in a Buyer's World



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Modern selling requires modern tech

It's a buyer's world. Sellers are just living in it.

There was a time in the world of business-to-business (B2B) when the seller was in control. If a business wanted to buy something, they called, and a seller answered, elaborating on their product or service, explaining how they compared to their competition, and determining the price. But not anymore. Now, the buyer is more in control than ever. With a plethora of online resources at their fingertips, buyers do so much of their own market research, competitive analysis, and price comparisons that they now spend only 5% of the sales cycle with a seller.¹ And that cycle is only getting longer and more complex, with a greater variety of decision-makers entering the mix.

Gone are the days when sellers could rely so heavily on direct interactions with buyers to demonstrate their expertise and build personal rapport. To sell to today's buyers—and regain more influence in the buying process—sellers need to intercept buyers' attention by sharing hyper-relevant content at the right time on the right digital channels.

And the pandemic only accelerated this shift,² putting an abrupt and near-universal stop to in-person meetings and events, like tradeshows, conferences, and business lunches. During that time, remote work became a requirement, and digital channels were the only means of communication between buyers and sellers—and it turns out they both liked it. According to McKinsey, two-thirds of buyers and sellers now prefer remote interactions over in-person ones.³

¹ <https://www.gartner.com/en/sales/insights/b2b-buying-journey>

² <https://seismic.com/resources/reports/the-personalization-payoff-report/>

³ <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-b2b-sales-is-hybrid>



Sellers still fall short of buyers' expectations—and tech stacks are to blame

Unfortunately, this mutual appreciation for digital interactions doesn't mean everything's going smoothly between buyers and sellers. Buyers still feel sellers don't sufficiently understand them. In fact, according to Salesforce, while 66% of customers expect companies to understand their unique needs, only 34% of companies actually do.⁴

So, why are sellers still falling short of buyers' needs? Because tech stacks are falling short of sellers' needs, with only 53% of sellers saying the technology they use improves their productivity and results, according to Forrester.⁵ Essentially, too many businesses have invested in various applications that come from different vendors, live on separate systems, and produce their own data in isolation, failing to address—or even causing—the following challenges:

- Content—be it marketing, sales, or educational—is too hard to find because it's scattered across several disparate repositories, taking time away from revenue-generating activities.
- Sales and marketing content is too time-consuming and laborious to personalize, which is necessary to capture buyers' interest and deliver an optimal customer experience.
- Meetings, which are the most important buyer-seller interactions, require too much time to prepare for and follow up on, and sellers lack the appropriate capabilities to make meetings meaningful and impactful.
- Learning efforts are difficult to scale, lack solid data, and are generally wanting, with onboarding taking too long, ongoing training being too difficult to engage with, and coaching sessions falling short of simulating real-life situations accurately.

⁴ <https://www.salesforce.com/resources/articles/customer-engagement/>

⁵ <https://www.forrester.com/blogs/the-new-digital-sales-experience-dsx-manifesto/>



Enablement technology unifies tech stacks

Modern B2B sellers and those who support them need a unified solution whose tools work together, share data, streamline the user experience, and facilitate greater team alignment while meeting the demands of the modern B2B buyer. They need an enablement platform. But not just any will do.

Seismic is the global leader in enablement for a reason

Seismic integrates with more than 150 customer relationship management (CRM) systems, content repositories, email platforms, data sources, and other software, eliminating a business's dependence on disparate applications that produce disconnected data, inter-team discord, and tool fatigue.

Let's dive into how Seismic equips sellers and their colleagues to overcome today's biggest B2B challenges.



Finding relevant content should be quick and easy

Content is too scattered

As discussed, it's imperative for today's sellers to grab the attention of modern buyers on the digital channels they use, including email and social media, by serving up content that speaks to their unique business challenges and where they are in their decision-making journey. Unfortunately, this is easier said than done because content is often scattered across various repositories, and the search functions sellers rely on aren't always the most accurate. The result is a disjointed and frustrating experience that undermines why those tools were adopted in the first place, taking time away from more valuable tasks like prospecting, selling, and nurturing relationships with customers.

95% of B2B buying decisions are directly influenced by content.

Source: <https://www.prezentor.com/reports-and-guides/the-state-of-b2b-sales-2023/>

Seismic surfaces relevant content in seconds

Seismic centralizes all content within a single library that's easy to navigate via intuitive search, filtering, navigation, and convenient previews of each document—no need to open a file to see what's there. Furthermore, rather than relying simply on keywords, Seismic draws from other platforms it can integrate with, like your CRM, leveraging artificial intelligence (AI) to transform sales-related data—such as leads, contacts, opportunities, and competitor info—into focused, real-time content recommendations. In fact, Seismic integrates with many content repositories and file-sharing platforms, including Google Drive, SharePoint, and Dropbox. Content metadata from certain platforms can be synced to Seismic's library—even inheriting certain folder structures—uniting siloed systems, diminishing the need to switch between them so often, and making it easy to find content on the fly.



Personalizing content should be **automated and effortless**

Tailoring content takes too long

Being able to find relevant content quickly is just the beginning. If a seller hopes to capture buyers' attention, establish a trustworthy online presence, and convert prospects into customers, the content they share requires a personal touch, especially further down the funnel during meetings (more on that later). While this includes sharing the right content with the right buyers at the right time, it also requires actually editing assets like emails, proposals, and pitch decks—tasks that are inherently inefficient because of all the tool toggling, document juggling, text scanning, and copy-pasting they entail.

Seismic makes personalization pay off

With powerful automation capabilities, Seismic provides sellers with an economical way of generating customized buyer-facing materials in moments without requiring them to download or edit anything. For example, they can access templates, combine slides, and insert case studies into presentations without ever leaving PowerPoint or Google Slides. They can even answer pre-built questions as soon as they begin a new deck, automatically pulling in the most appropriate slides from Seismic's centralized content library.

Businesses that excel at personalization drive

40%

more revenue than those that use it less effectively.

Source: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

People spend the equivalent of five working weeks per year reorienting themselves after toggling to a new application.

Source: <https://hbr.org/2022/08/how-much-time-and-energy-do-we-waste-toggling-between-applications>





Conducting successful meetings should be seamless and replicable

Sellers struggle too much with meetings

Whether they're held in person or over the internet, meetings are a crucial element of a buyer's journey, and whether a deal is done or dies on the spot hinges on how they go. They really are make-or-break events that put a ton of pressure on sellers.

Ahead of a meeting, a seller has to practice their presentation skills, collaborate with their deal team, and pull together content they're sure will resonate; during the meeting, they have to present their content seamlessly, take notes, address the most salient points the buyer brings up, and accurately answer unexpected questions on the fly; and after the meeting, they have to circle back, addressing the buyer's main concerns, responding to any questions that couldn't be answered at the time, and sharing supplemental content that will further advance the buyer's interest.

What's more, if success is achieved, it happens in a vacuum, with the seller's anecdotal account being the only record of what unfolded and how. Recordings help, but reviewing just one is a major time commitment, let alone reviewing tens, hundreds, or even thousands. But if sellers' managers, peers, and their colleagues in Enablement and Marketing had hard data on common threads that run through many successful meetings, they could leverage it to inform future content and learning efforts, replicating that success at scale.

Seismic streamlines meeting management with fly-on-the-wall insights

With Seismic for Meetings, sellers can curate all their content for a meeting into a playlist, ensuring it's ready to go with the click of a mouse—no last-minute scrambling. Using AI, Seismic for Meetings also automatically generates an accurate summary of the event, producing a comprehensive transcript of it, and identifying the main topics that were discussed, who spoke about them, and in what proportion. All of this allows the seller to be more present during the meeting, maximizing their focus on the buyer. Furthermore, the seller can take all that information, quickly package up the content and recording, and share it without ever leaving the platform.

And all that post-meeting data is valuable to the enablement and marketing teams, too, allowing them to understand which of their efforts are really working so they can fine-tune their strategies. By tracking content, keywords, topics, and questions, Enablement can see whether sellers are truly absorbing the key messaging, positioning, and technical details they need to know. They can even see which sellers are talking too much or too little and follow up with customized coaching sessions to improve their performance. Likewise, marketers can see—even down to individual slides—what content is resonating with buyers, how many sellers are using it, who those sellers are, and how many of them are performing well.



Upskilling sellers should be **scalable yet individualized**

Learning programs are behind the times

For new sellers to reach quota-carrying capacity, they must be able to communicate their business's value proposition efficiently and effectively. The longer it takes for them to do this, the fewer sales they'll make. What's more, both new and experienced sellers need continual education. Not only do they need to learn about new product launches and updates, hot-off-the-press positioning, the latest sales plays, recent industry developments, and new sales content, but they also need to sharpen their digital interactions with customers. As such, sellers need highly consumable and memorable ways to absorb new information that they can later refer back to on demand, and they need opportunities to practice and improve their soft skills in ways that simulate real life.

Moreover, as with any other organizational function, learning should be measured by comparing current metrics to previous ones, demonstrating the impact that onboarding, training, and coaching programs have on specific sellers and the overall business. However, improving learning methods and capturing learning data for hundreds or thousands of sellers remains a pervasive challenge, especially as businesses continue to rely on a disjointed mix of HR software, complex learning management systems, survey platforms, and email.

48% of sales reps claim not to receive proper coaching, but 82% of their leaders claim to be providing it.

Source: <https://gtmnow.com/coaching-for-sales-success/>





Seismic offers on-demand education with the data to show it works

Seismic Learning, a dedicated learning environment within the overall Seismic platform, makes it easy to create, edit, and deliver mobile-friendly lessons that a seller can take on their desktop, tablet, or phone. Lessons are media-rich, featuring images, videos, practice modules, and quizzes, and are buildable in just a few clicks. Seismic Learning can also simulate real-life buyer interactions via practice calls, which leverage AI-driven sentiment analysis to measure a seller's clarity, confidence, and credibility when delivering mock pitches or presentations. For example, the system automatically recognizes a seller's use (or non-use) of certain filler words, factoring that into their evaluation and feedback.

Reps are much more likely to retain training if the content aligns with real-world scenarios and contains built-in exercises to help them practice what they've learned.

Source: <https://www.linkedin.com/pulse/reasons-poor-employee-learning-retention-how-can-improve-kapadia/>

Using these and other data, such as lesson completion, quiz performance, and skill improvement, Seismic Learning can generate personalized learning paths, quickly getting each seller where they need to be for greater success. Furthermore, individuals' results are aggregated, identifying general strengths and areas for improvement across the organization so learning strategies can be adjusted as needed. This aggregated data also allows for similar feedback given to many sellers to be recycled, eliminating hours of redundant typing for supervisors.

Regarding meetings—the most important touchpoints between sellers and buyers—the AI-derived data from Seismic for Meetings discussed above uncover patterns that show why some sellers are more successful than others in those scenarios. This information can then be incorporated into onboarding, training, and coaching programs that feed into Seismic Learning.



CONCLUSION

Seismic was built for B2B sales mastery

A seller's success in the world of B2B hinges on their ability to establish credibility, build relationships with prospects, and nurture relationships with customers, especially over digital channels. But to accomplish that, they need to move fast, maximizing the small windows of opportunity they have with modern buyers who put off communicating with sellers as long as possible.

It's not enough to have resonant content; sellers need to be able to find it right when they need it. It's not enough for sellers to personalize content; they must do it swiftly and accurately. And it's not enough to rely on traditional methods of learning when sellers need to educate themselves

and hone their skills on the go, especially before they meet with a buyer—a decisive touchpoint that for most sellers could always go smoother and which all too often hides an abundance of insights that if unlocked could make every seller better and every strategy stronger.

Seismic makes this all possible.

Speak with our team to get started.





About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth.

The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit **Seismic.com** and follow us on **LinkedIn**, **X (formerly Twitter)** and **Instagram**.