

A woman with long brown hair is talking on a black smartphone. She is sitting at a wooden desk. On the desk, there is a pink thermal cup, a red apple, a small green plant in a blue pot, a stack of books (one blue, one orange), and a laptop. The laptop screen shows a web application with various charts and data. The woman is wearing a blue denim shirt.

5 Steps to Engage with Buyers Virtually

It is no longer business as usual. In the last few months, business has changed and experts predict many of those changes will be long lasting.

Adapting to the evolving business environment requires more than just moving to virtual selling. According to **McKinsey & Company**, buyers globally are now expressing a 2x preference for digital over traditional sales interactions. The prevalence of remote work is accelerating existing trends toward omnichannel selling, inside sales, and tech-enabled selling. That move to digital is bringing even more noise that you, as a seller, have to cut through. Keeping buyers engaged in this crowded environment requires you deliver relevant messages at the right time, consistently.



A light blue background with a subtle topographic map pattern of concentric lines.

STEP

1

Know your buyer and where they are in the journey

It has always been true, but now it is even more true: you need to understand your customer. No doubt they are struggling with change on the personal and business front. Now is the time to reach out, connect, and ask questions. Dig in deep to understand their new world, their updated priorities, and their current challenges.

You also must determine where the customer is at in the buyer journey. Timelines may have shifted. According to a **McKinsey & Company** survey of global B2B businesses, while “companies are generally reducing spend, a sizable number are increasing or maintaining it.” It is critical to understand your buyer’s process and what stage they are at.

STEP

2

Deliver personalized, relevant content

Your customers are getting inundated with digital content. They are going to ignore most of it. To stand out, you need to surface the information that speaks to their current situation and needs.

Use the details you have learned from discussions and the latest content from marketing to send customers the information they need now. And make sure it is interesting and engaging. Attention spans are shorter than ever.

STEP

3

Use data to see what is working

With less in-person interactions and customers’ increasing preference to do their own research, you need to leverage analytics and insights to better understand your buyers. See what content they are engaging with and how. Use content intelligence to understand the best information to surface to them next.

Especially before reaching out, it is important to understand the buyer’s history with your content. That way, you will know what will resonate best when you send an email or make a call.

STEP

4

Test and optimize your content and messaging

It is easy to seem out-of-touch right now, especially if you are sending old content that does not reflect the new reality. Marketing is almost certainly adapting content and messaging. Make sure you are seeing the latest pieces from them, like white papers, blog posts, and case studies relevant in the current environment.

As always, test your messaging and content so you can revise and optimize it. Alignment between sales and marketing is more critical than ever and analytics can help.

STEP

5

Prepare for the long haul

For many businesses, the purchase process will stretch out. You need to figure out how to continue adding value so you are top of mind when it is time to make a purchase.

Keep deepening the conversation with customers by identifying ways to help and providing relevant information regularly. If you stay at your customer’s side, eventually you will both reach the finish line—with deeper, richer business relationships that will pay off now and far into the future.

Interested in learning how Seismic can help you engage with buyers at every point in their journey?

www.seismic.com

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