

momentum

Creating Momentum in a new era of **growth**

Now's the time to usher in a new era of growth. The old divisions between sales, marketing and digital are over. Selling organisations need a customer-centric approach if they are going to thrive in an ecosystem where the buyer holds all the cards.

Conventional wisdom only counts for something if the established way of doing things remains the smartest. When it comes to revenue growth in the enterprise there is growing evidence that the established go-to-market strategy no longer counts as the wisest choice.

That's why the stratified channel strategy – conventional wisdom in the worlds of sales and marketing – needs to end. No longer will there be an unnatural divide between sales, marketing and digital. Instead, all three must align to serve a buyer journey characterised by new business and renewals.

Why the change? The customer, of course. We've known for a while that 57% of buyers' decisions are made even before they come into contact with sales.

Add in the fact that, according to McKinsey, around 85% of B2B customers would rather renew online, not even engaging with sales, and there is a body of evidence – including from our own Customer Buying Index – that behaviours are changing.





As for COVID-19, its fallout is not a cause of the change but it has expedited the process by accelerating moves to virtual. Sales teams, if they hadn't already, are waking up to the value of insights provided by digital channels.

The shape of selling to enterprise customers will soon look very different in a number of ways:

1. It won't be called marketing. Those offering consultative services will need to be upstream, offering insight and influence early in the process not just support.
2. It will be customer and buyer focused, not brand, sales or product focused.
3. The emphasis will be outward, not inward. It will blend automation, data and human insight. Data, while important, is just one tool in the arsenal of research, insight and content creation.
4. It will be holistic, multi-channel and multi-tactic. Content delivery must match individual preference. Choice is key.
5. It will be deeply personalised, real-time and relatable. Personalisation remains the differentiator.

The pandemic has bought revenue into sharp relief. It is forcing sales and marketing teams to work together to create growth. It also reflects three truths that pre-date the current crisis: the ongoing shift to digital channels, and the data this creates; an acknowledgement that sales teams do not have the same access to customer insights as they once did; and evidence that account-based marketing strategies have proven to the wider business a direct correlation between marketing and revenue.

If that's the why, what about the how?

From product to revenue, those that want to sell to enterprise organisations are going to need a growth partner by their side. At Momentum, our new range of **services – programs, content, and diagnostics** – have been designed with growth in mind.

We believe we are in powerful position to help spearhead this new era of growth. First, we've always focused on the customer buying cycle. That has always been – and remains – our starting point, not an incidental extra. It's always been all about the customer.

Second, we were founded a decade ago on the principle that sales and marketing teams are more effective when working together. We've never worked with marketing teams alone.

Third, our mission when delivering for clients has always been about growth – developing the account footprint, the number of relationships, and, ultimately, deal size, pipeline and revenue.

For as long as I've been doing this job, marketing has wanted a seat at the table. Now comes the opportunity. No doubt helped by account-based marketing strategies that have demonstrated the link between marketing and revenue, marketing is now seen as a growth driver in way it hasn't been regarded as before.

In short, marketing has an opportunity to matter more than ever – even if it's not called marketing. That's unconventional wisdom.



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