



How to Win in the New Era of B2B Sales

3 STRATEGIES TO UPLEVEL CPG FIELD EXECUTION

Introduction

Consumer goods brands and their sellers are operating in an unprecedented environment — navigating a still uncertain economy, tight labor market, steep competition and ever-changing consumer preferences. With more brands and products entering the market than ever before, everyone is clamoring for a finite and fleeting resource: buyer attention.

Too Much Information, Not Enough Time

Today's B2B buyers are plagued by information overload. A staggering *55% of buyers find themselves overwhelmed* by the amount of trustworthy information, according to Gartner. With hundreds of brands fighting for a buyer's attention, it becomes increasingly difficult to cut through the noise and ensure your brand is one that consumers ultimately see in the aisle or on display.

On top of this, the window of opportunity to engage with buyers is shrinking. Insights from Gartner reveal that the average B2B buyer *spends only 5% of their journey with a salesperson*.

Every second of these interactions is precious, demanding that sellers convey value both quickly and effectively.

The Rising Stakes for CPG

Whether you sell through retail partners, distributors, wholesalers, foodservice or a mix of them all, your buyers and their preferences are rapidly changing and it's never been more complex to take your brand to market. But while the stakes are high, they are not insurmountable.

To win in this new era of sales, consumer products brands must adapt their strategies and empower sellers and distributors with the tools and resources to effectively stand out, communicate value and persuade buyers.

In this guide, we'll explore three strategies CPG organizations can leverage to give themselves, their sellers and their distributors an advantage and set themselves up to thrive.

STRATEGY #1

Calm Content Chaos to Increase the Effectiveness of Trade Promotions

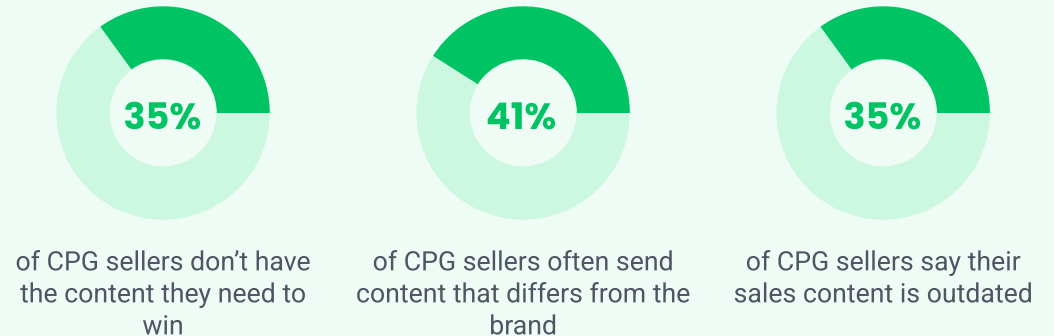


Sellers have a big job to do, and frankly not enough time to do it. One of the most effective ways to empower field reps is by reclaiming their time, specifically by cutting down their administrative load: the endless hours spent scouring for and tailoring sales content.

A recent survey of CPG enablement leaders revealed the following:

- ✓ 35% of CPG sellers don't have the content they need to win
- ✓ 41% of CPG sellers often send content that differs from the brand
- ✓ 35% of CPG sellers say their sales content is outdated

Top 3 CPG Sales Content Challenges



For most consumer products organizations, the issue at hand isn't necessarily the quality of the content; it's the herculean task of locating that right piece of content in the right moment. Content sprawls across multiple repositories.

In fact, one CPG brand we talked to had eight different repositories for sellers to access content. Sellers, already strapped for time, can't afford to sift through multiple platforms to go find that sell sheet here, a price sheet there and get their consumer insights from another platform altogether. As a result, they often go rogue — using obsolete, inaccurate, or off-brand materials.

The impact is profound:

- ✔ Disheartened marketing teams see their exhaustive efforts go unused.
- ✔ Sellers, frustrated by the cumbersome content hunt, face reprimand for not using every available content tool and lose out on opportunities because they can't deliver the right assets.
- ✔ Buyers, craving swift and consistent engagement, grow disillusioned when confronted with delays, inconsistencies, or inaccurate assets.

This creates tension and misalignment — both internally and externally — that impacts overall performance. Nine out of ten B2B decision makers say that *marketing and sales need to work more closely* together. And that's not just an opinion; it's proven to have a significant impact on an organization's bottom line. Revenue team alignment can contribute to a *67% increase in closed deals*.

The solution becomes clear:



Equip your sales team with a single source of content that they know is on-brand, current, and compliant.

Increase the productivity of your field reps and spare them the arduous task of rummaging through multiple tools by consolidating materials into one hub — but don't overwhelm them with thousands of assets, either. Tailor their experience by presenting the most relevant content based on the attributes that matter most (e.g., product lines, geography, role, accounts).

While trade promotions can be a key driver of sales, too often they aren't executed well. According to *Salesforce*, nearly 40% of trade promotions are not executed as intended.

Months of work and millions of dollars are spent planning and communicating trade promotions — don't let your investment go to waste.

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To make the most of trade promotions, ensure that sellers have a single source to access the content they need - the sell sheets, the promo details, the consumer insights - to execute trade promotions at the field level. That means sellers should only see information about the brands and products that are relevant to them.

When content is easily accessible, it's far more likely to be used.

This, in turn, increases the likelihood sellers are using approved, compliant content and improves the effectiveness of your trade promotions.

Centralized content also benefits marketing and brand teams offering:

- ✓ One place to update content and manage permissions, speeding up workflows.
- ✓ Version control, brand adherence, and compliance to make sure everyone is using the latest and greatest materials.
- ✓ Faster time-to-market for promotions and product updates.

STRATEGY #2

Empower Sellers and Distributors to Stand Out with Unmatched Expertise



In the sea of brands and products available to consumers, CPG sellers and distributors have mere minutes to articulate their value and set themselves apart from competitors. Dusty brochures don't cut it. Dynamic, customized content empowers sales reps to become product experts at a moment's notice and break through the noise to capture buyers' fleeting attention.

The same logic applies for partners selling on your behalf. You spend millions on brand management, consumer research and product development. Ensure that investment doesn't go to waste by equipping your distribution partners with the same tools and resources to translate a consistent message to the market.

Responsible for multiple brands and hundreds of products, CPG sellers and distributors need to be able to relay product information with precision and answer questions at a moment's notice, but that seems like a nearly impossible task when they're responsible for hundreds if not thousands of SKUs.

Empowerment lies in simplification. With intuitively organized content, sellers can quickly and easily access the tools and information to become a product expert in an instant and be prepared for any turn a conversation may take.

While you can't prepare reps and distributors for absolutely everything, you can make sure content is readily available, irrespective of file size or wifi access. This guarantees that they are equipped to engage buyers with personalized, insights-driven conversations anytime, anywhere.

Armed with the right information at their fingertips, your sellers and distributors can navigate sales conversations no matter which way they turn. Let's say you're a seller heading into a buyer conversation you're pretty sure will focus on product A, but once you start engaging you realize they're interested in product Z.

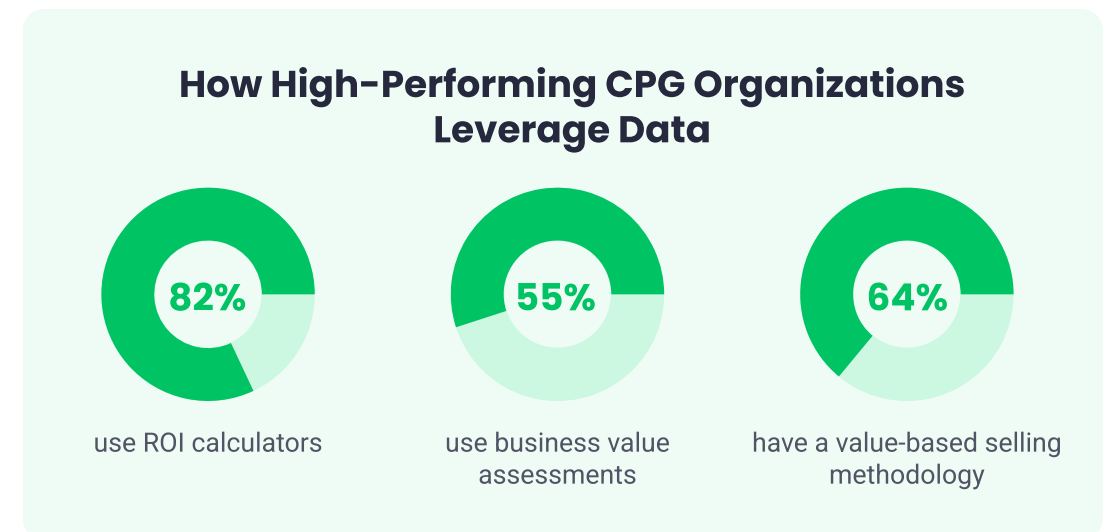
Rather than feeling flustered and unprepared, log into your team's content hub, quickly and easily locate assets related to Product Z, then present them in real-time.

Not only does this maintain a productive conversation, it also empowers the sales rep to offer more relevant value to the buyer's needs.

Additionally, sellers must pivot from traditional, product-centric pitches to tell insights-driven stories that engage buyers on a deeper level.

Insights from a recent survey paint a telling picture of high-performing consumers products companies:

- ✓ 82% use ROI calculators
- ✓ 55% use business value assessments
- ✓ 64% have a value-based selling methodology



By facilitating personalized, insights-driven experiences and conversations, salespeople and distribution partners become trusted experts in the eyes of buyers. This positioning goes beyond a transactional relationship, fostering trust and deeper engagement that resonates long after the initial interaction.

STRATEGY #3

Understand What Works to Scale Success



Even when sellers are effectively using available resources, they're in the dark regarding what truly works in the field. A recent survey revealed that less than half (47%) of CPG companies use analytics to track the success of content effectively.

Stop wasting time on content that doesn't drive sales.

47% Less than half (47%) of CPG companies use analytics to track the success of sales content.

This blind spot presents a dual conundrum for enablement teams:

- ✓ They don't know what content sellers and distributors are using.
- ✓ They don't know what content is resonating and moving deals forward.

The key to unlocking both sets of insights is a sales content management platform. These technologies benefit all members of your field teams.

For enablement and sales leadership, the data provided reveals the practices of top-performing reps, including the educational content they consume and the collateral they deliver to customers. With this knowledge, you can share best practices and scale the success of your best reps across the entire team.

Moreover, this wealth of information empowers leaders and enablement teams to develop tailored coaching and training programs that help sellers sell more and foster better relationships with their customers.

The visibility provided by content management programs serve as guidance for the type of content that resonates — including the format, topic, and voice — allowing marketing and brand teams to allocate time and focus in those areas and stop wasting energy creating content that isn't working.

Harnessing these insights doesn't just represent a shift in strategy; it also signifies a leap towards an empowered, data-driven approach that fuels growth and agility.



See what content resonates. Stop using the content that doesn't.

Unleash the Power of Your Sales Content to Drive More Growth

Content is the lifeblood of sales, holding the power to tip the scales between victory and defeat. How are you managing that sales content today?

Use this Content Management Maturity Model to understand where you are in your journey today and how to uplevel your field execution:

Selling with Paper

Reps are using brochures, catalogs and other printed materials. Content is scattered across digital and physical repositories and likely organized with a spreadsheet.

Key Challenges:

- ✗ No visibility into content usage or ROI
- ✗ High risk of outdated materials

Digital Sharing & Downloads

Your digital sales assets are stored in multiple places and distributed via email. At best, reps are saving content to their desktop for easy, offline access. At worst, reps go rogue using old content or creating their own.

Key Challenges:

- ✗ Content is hard to find
- ✗ Limited control and consistency over what sellers are using

Digital Presenting & Tracking

All of your digital sales assets are located in one place - a single source of truth for sellers and distributors. Reps can search for content and are alerted when new assets are available. Reps and sales managers can see what assets are being used in the field. The shift to a digital content hub enables the field to find the content they need in a moment's notice and improves buyer engagement.

Key Challenges:

- ✗ Content usage is not tied to sales
- ✗ Without proper training, high risk of poor adoption and rogue content

Integrated with Critical Business Systems

All of your digital sales assets are available and organized in a simple, intuitive UI making content incredibly easy to find. Reps trust that they can find the assets they need the moment they need them and as a result your sales content hub sees strong adoption.

Robust analytics show what content drives sales, enabling sales managers to coach reps and distributors on which content will help drive sales - creating a virtuous cycle to inform future campaigns and promotions.

Marketing and brand teams centrally manage all content with easy tagging and integrations.

Share. Coach. Win. Repeat.

77% of high-performing CPG companies surveyed are looking to invest in sales technology that enhances the efficiency and effectiveness of their team. The time is now — **transform the way sales content is managed, harnessed, and leveraged for exponential growth.**

Mediafly for CPG

Ready to uplevel for your field execution? Mediafly helps leading consumer products companies improve the productivity and performance of their field sellers and distribution partners for better alignment and compelling customer experiences.

Give your brands an unfair advantage.

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