


5 Tools, mit denen sich schnell wachsende B2B Marketing- und Vertriebssteams organisieren

Dr. Jens Hutzschenreuter, 3. Mai 2022

The logo for Sales Summit features a stylized grey triangle pointing upwards, with the text 'Sales Summit' written in white on a grey background.

Sales
Summit



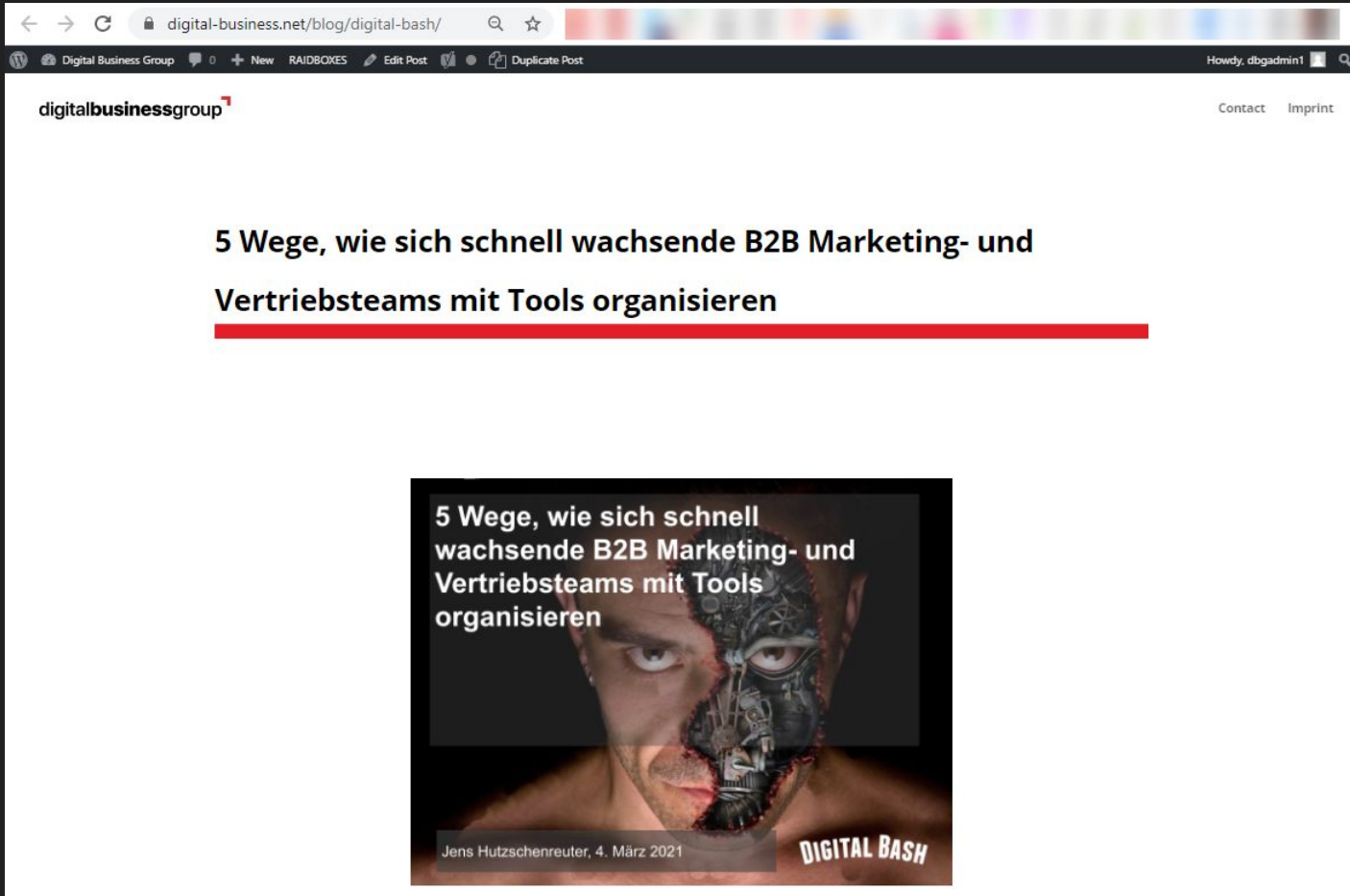
What to expect today:

B2B Sales & Marketing alignment

Problems & Tools

Q&A

Our offer: download tool list and additional info



The screenshot shows a web browser displaying a blog post. The browser's address bar shows the URL `digital-business.net/blog/digital-bash/`. The page header includes the logo for **digitalbusinessgroup** and navigation links for [Contact](#) and [Imprint](#). The main heading of the article is **5 Wege, wie sich schnell wachsende B2B Marketing- und Vertriebsteams mit Tools organisieren**, which is underlined with a red horizontal line. Below the heading is a featured image with a dark background. The image shows a man's face, with the right side appearing as a mechanical, metallic structure. Overlaid on the image is the same title as the article. At the bottom of the image, there is a caption: **Jens Hutzschenreuter, 4. März 2021** and the logo for **DIGITAL BASH**.

Strong experience in B2B Sales & Digital Sales



Dr. Jens Hutzschenreuter / Managing Director,
M.Sc. Business & Engineering, PhD Entrepreneurship

42 years, 15 years in Sales & Marketing to B2B customers

Strategy consulting: The Boston Consulting Group
Focus: Sales & Marketing to industry / automotive customers



Founder / Managing Director: Groupon/Citydeal
Focus: Sales & Marketing to B2B customers

Founder / Managing Director:
Digital Business Group Focus: Full scale B2B Sales Consulting & B2B Headhunting boutique, investor

Our customers

statista 

SISTRIX 

 OPINARY.

 EnBW

 LichtBlick

Google

tado°

 überflip


ZENJOB

GROUPON

SPENDIT®
Happiness is profitable.


EXPORO

TOP HAT

 RegioHelden

 sevDesk

Our partners



ACCEL[®]
PARTNERS

KKR

HV HOLTZBRINCK
VENTURES

techstars

Microsoft
ScaleUp



htw. Hochschule für Technik
und Wirtschaft Berlin
University of Applied Sciences

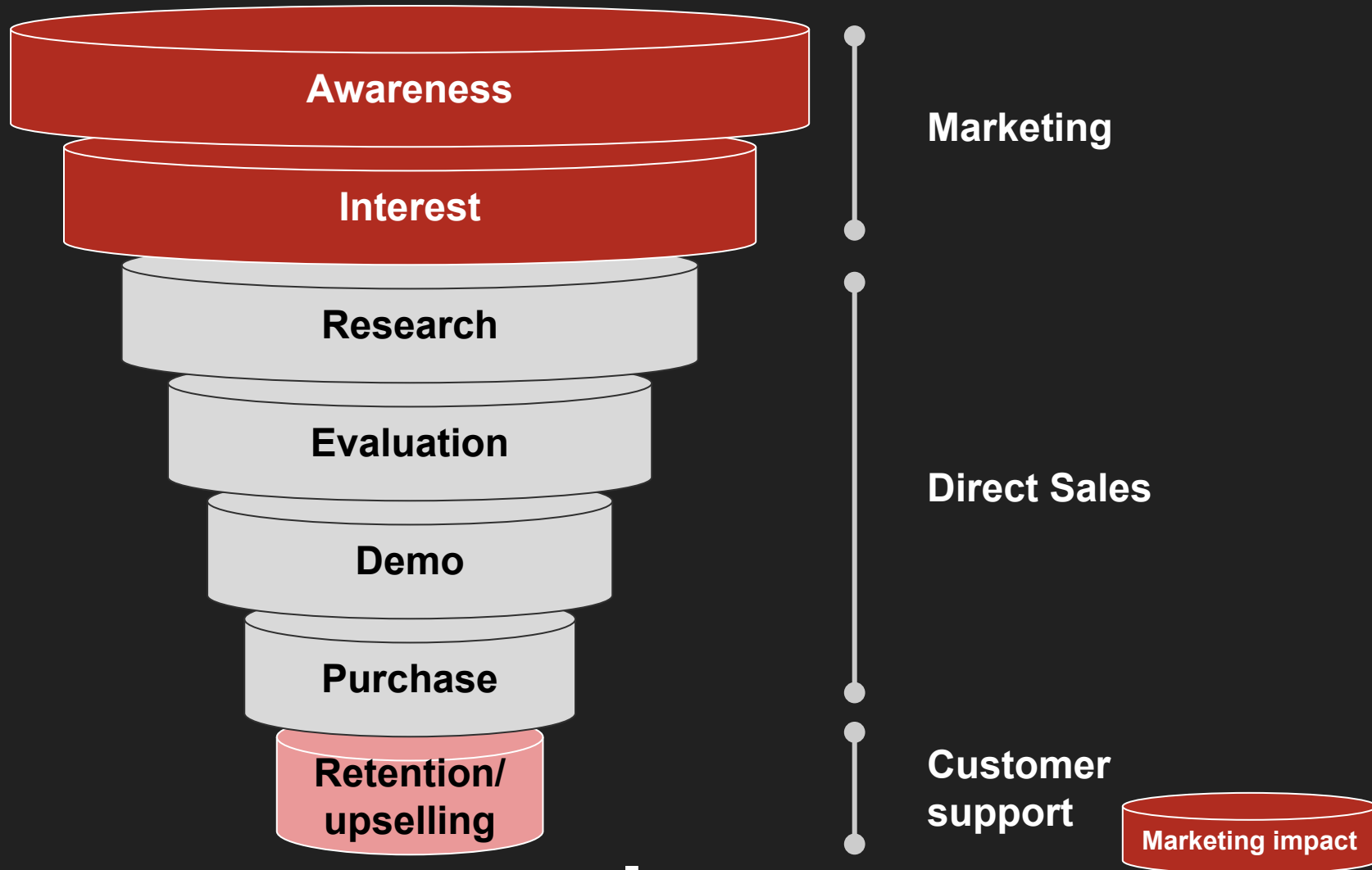
tu technische universität
dortmund

RWTH RHEINISCH-
WESTFÄLISCHE
TECHNISCHE
HOCHSCHULE
AACHEN

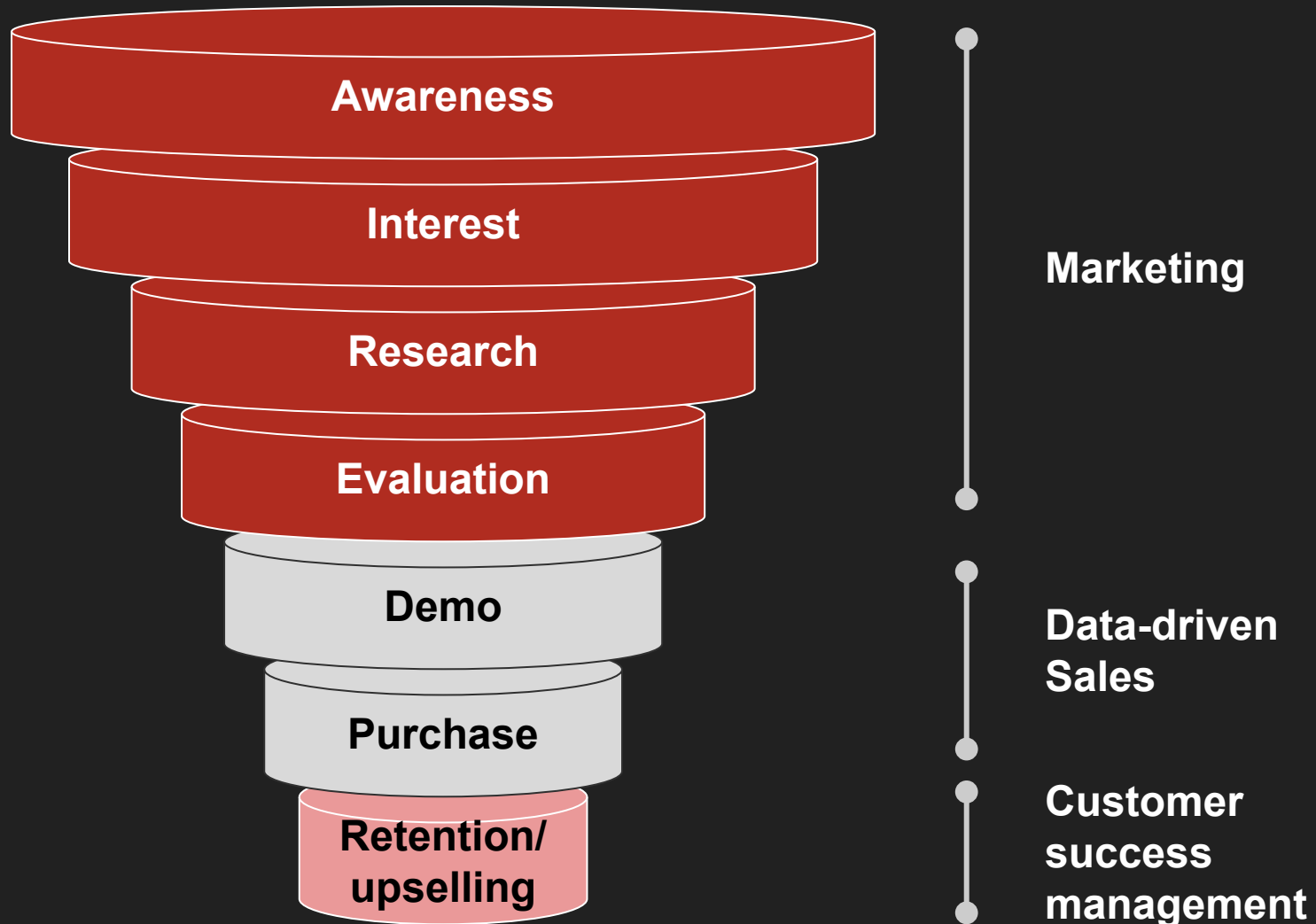
Marketing & Sales should be ONE team



The role of Marketing and Sales is changing (past)



The role of Marketing and Sales is changing (future)

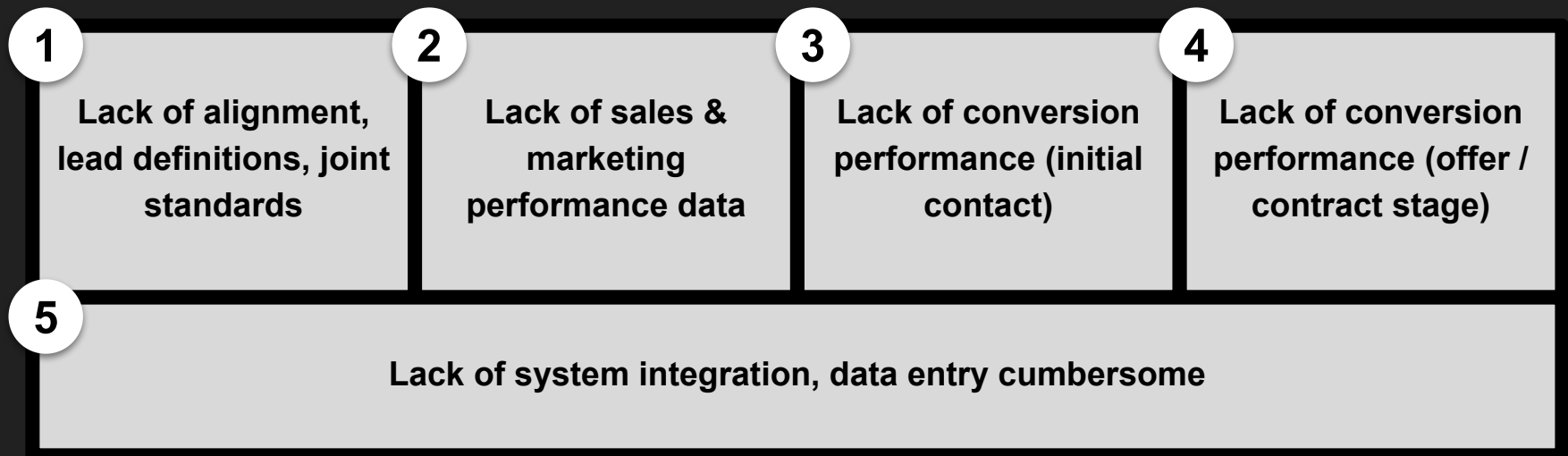


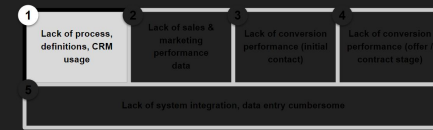
10 leads per month

200 SaaS leads per month

10.000 SaaS leads per month

Five issues between B2B high growth sales & marketing teams



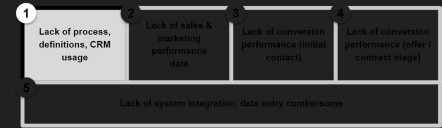


Problem 1: Lack of alignment, lead definitions, joint standards between Marketing & Sales



Lack of joint understanding on process / definitions

Lack of proper CRM usage / data entry / processes



Solution 1: Establish “Sales Playbook” in team

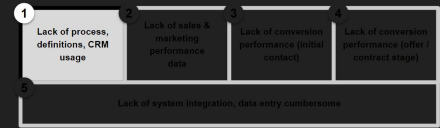


Everyday usage / easy to use

SQL / MQL definitions

Standards for CRM usage (opp names, activity standards)

Goals



Example: DBG Sales Playbook

←

B2B Sales Playbook

- 1. Purpose of the docum... X
- 2. Terminology in this docum...
- 3. Elevator Pitch
- 4. Ideal customers (accounts)
 - 4.1. Target customer segments
 - 4.2. Customer segmentation of ...
- 5. Ideal buyers (contacts)
- 6. Market
- 7. Competition
- 8. Sales
 - 8.1. Sales approach (SDRs)
 - 8.2. Sales approach (AEs)
 - 8.2.1. Cold Call
 - 8.2.1.1. Initial Call + Agend...
 - 8.2.1.2. Demo + Agenda pr...
 - 8.2.1.3. Closing Call
 - 8.2.2. Pre-contact
 - 8.2.2.1. Content resources
 - 8.2.2.2. E-Mail / social me...
 - 8.2.3. Demo
 - 8.2.3. Send offer / proposal
 - 8.2.4. Close
 - 8.2.5. Objection handling
- 9. Sales Management

B2B Sales Playbook

Authors:

FirstName LastName

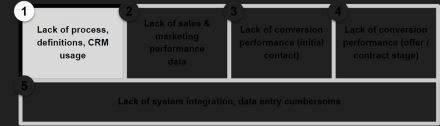
FirstName LastName

FirstName LastName

FirstName LastName

Updated: November 2020

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Tools to establish a “Sales Playbook”



HQ: United States; 0-20 € / user / month



HQ: United States; 0-8 \$ / user / month

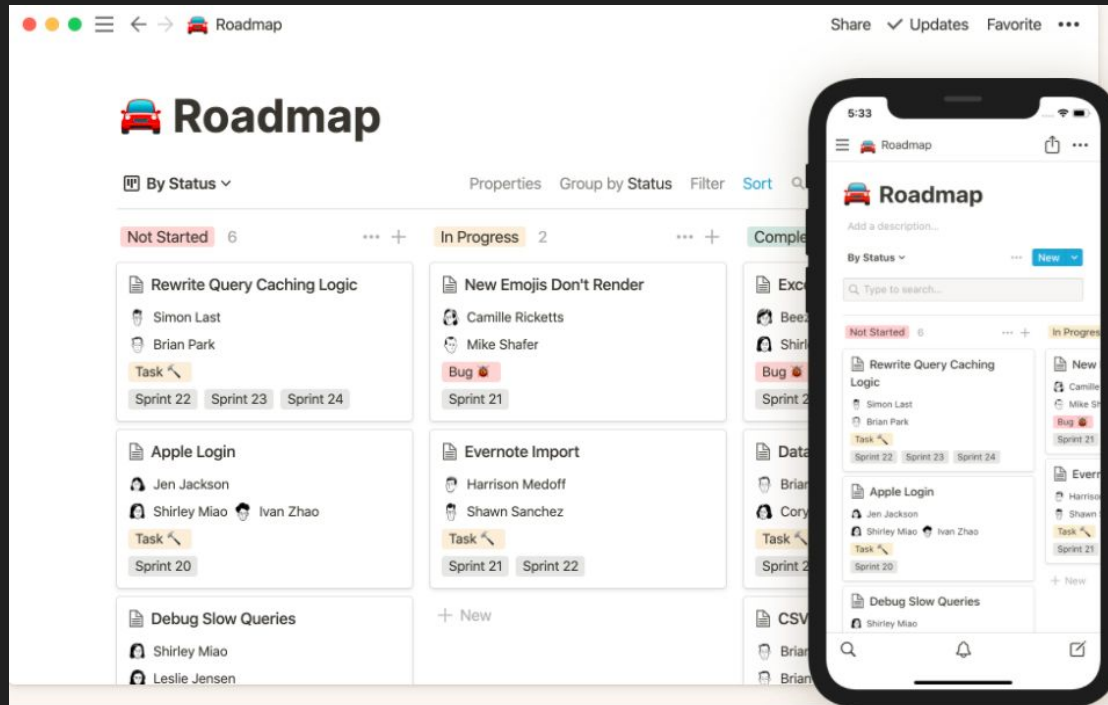
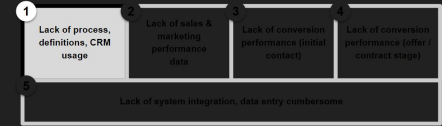


HQ: United States; 6-18 € / user / month



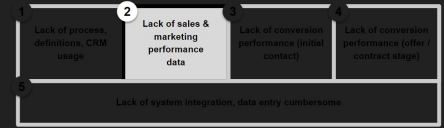
HQ: Australia; 0-10 \$ / user / month

Tool: Notion



Key facts

- Headquarter: California, United States
- Cost: 0-8 \$ / user / month
- Interfaces / APIs: > 200 (native)
- Comment: Ideal for small teams (limited control control)



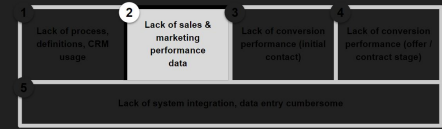
Problem 2: Lack of sales & marketing performance data from a CRM



Results of lead generation efforts
intransparent, lack of optimization

Sales management with lack of data

Additional effort for sales team



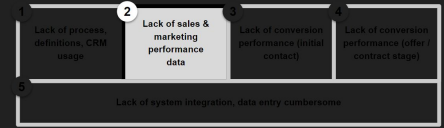
Solution 2: Implement effective, yet simple to use CRM



Increase data available for analytics

Improve work efficiency instead of adding additional effort for team

As much as helpful, as little as required



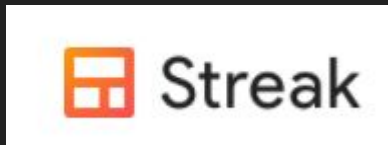
Tools to establish a powerful CRM

pipedrive

HQ: Estonia; 12-50 € / user / month



HQ: United States; 25-300 € / user / month

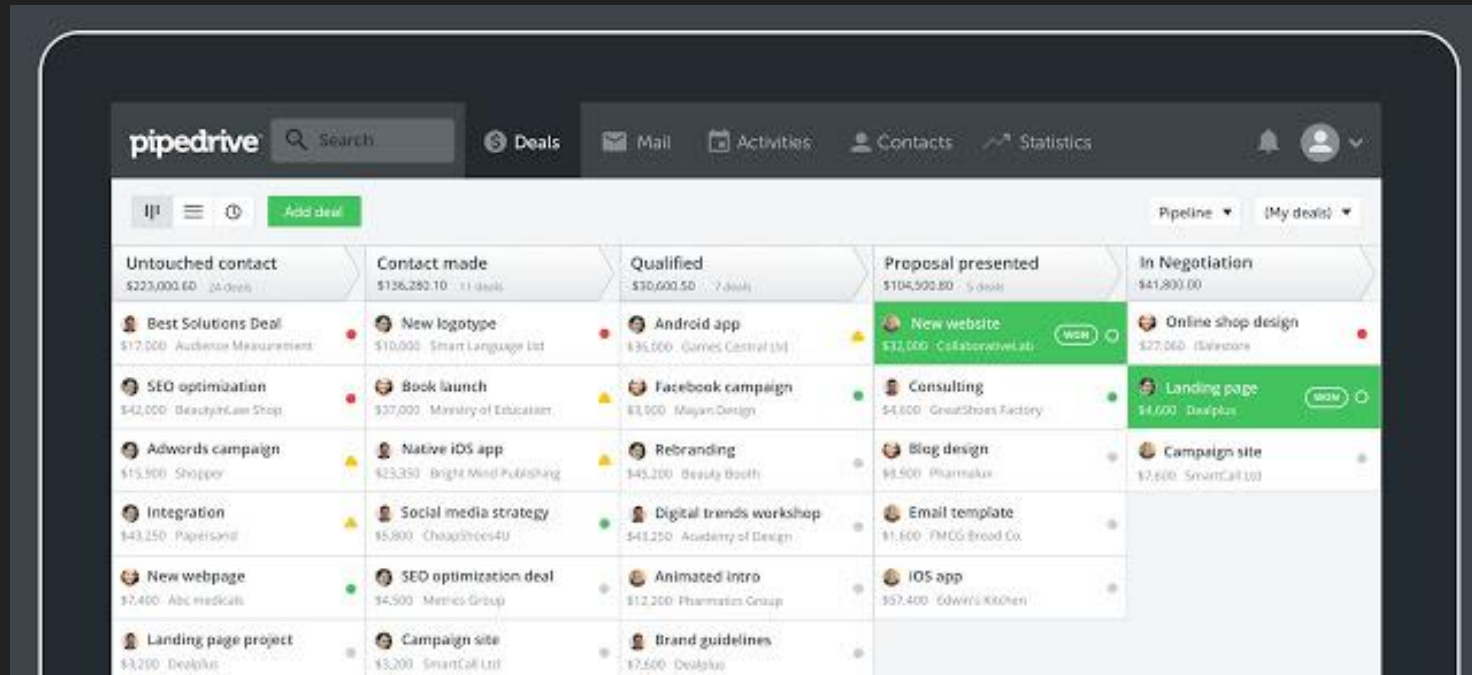


HQ: United States; 0-50 € / user / month



HQ: Germany; 50-200 € / user / month

Tool: **pipedrive**



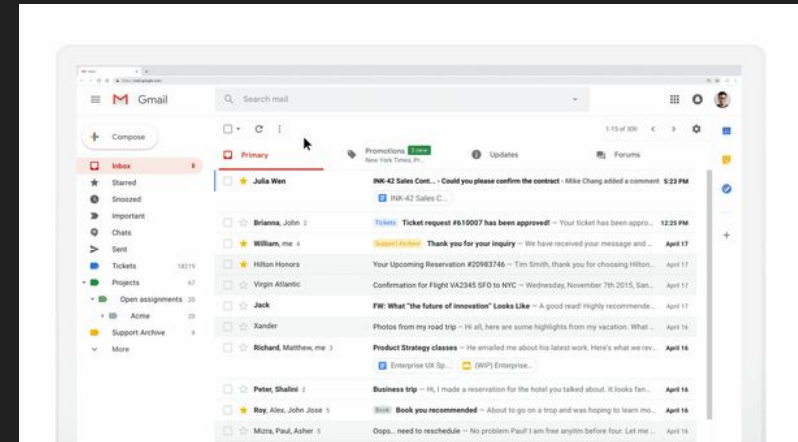
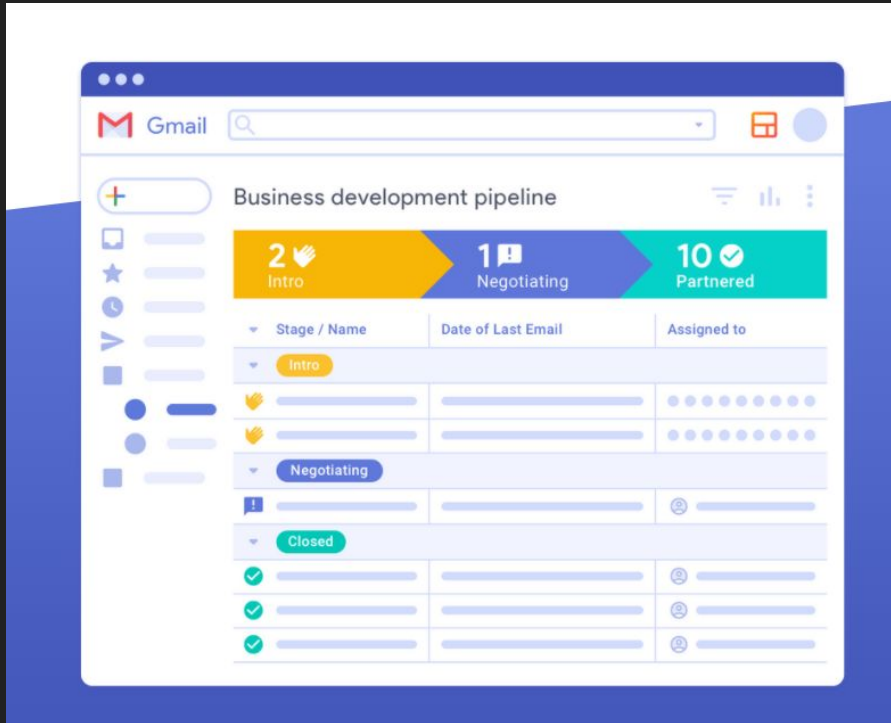
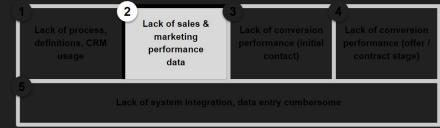
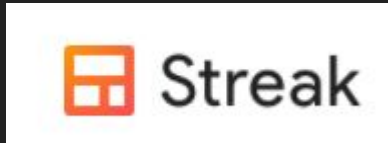
Key facts

- Headquarter: Tallinn, Estonia
- Cost: 12-50 € / user / month
- Interfaces / APIs: > 250 (native) + Zapier (> 3000)
- Comment: Ideal for teams up to 15 members



Early Simple Stringent

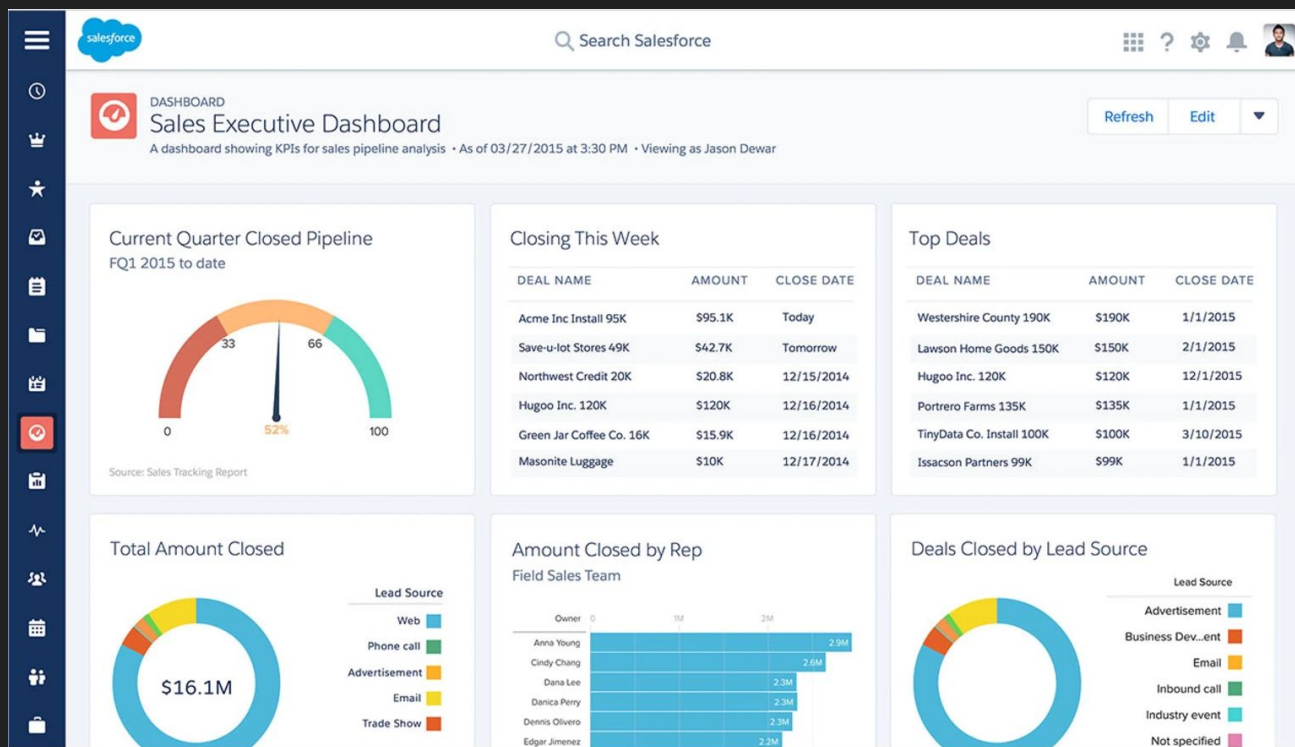
Tool:



Key facts

- Headquarter: California, United States
- Cost: 0-50 € / user / month
- Interfaces / APIs: Google environment + Zapier (> 3000)
- Comment: Ideal for small teams up to 3-4 members

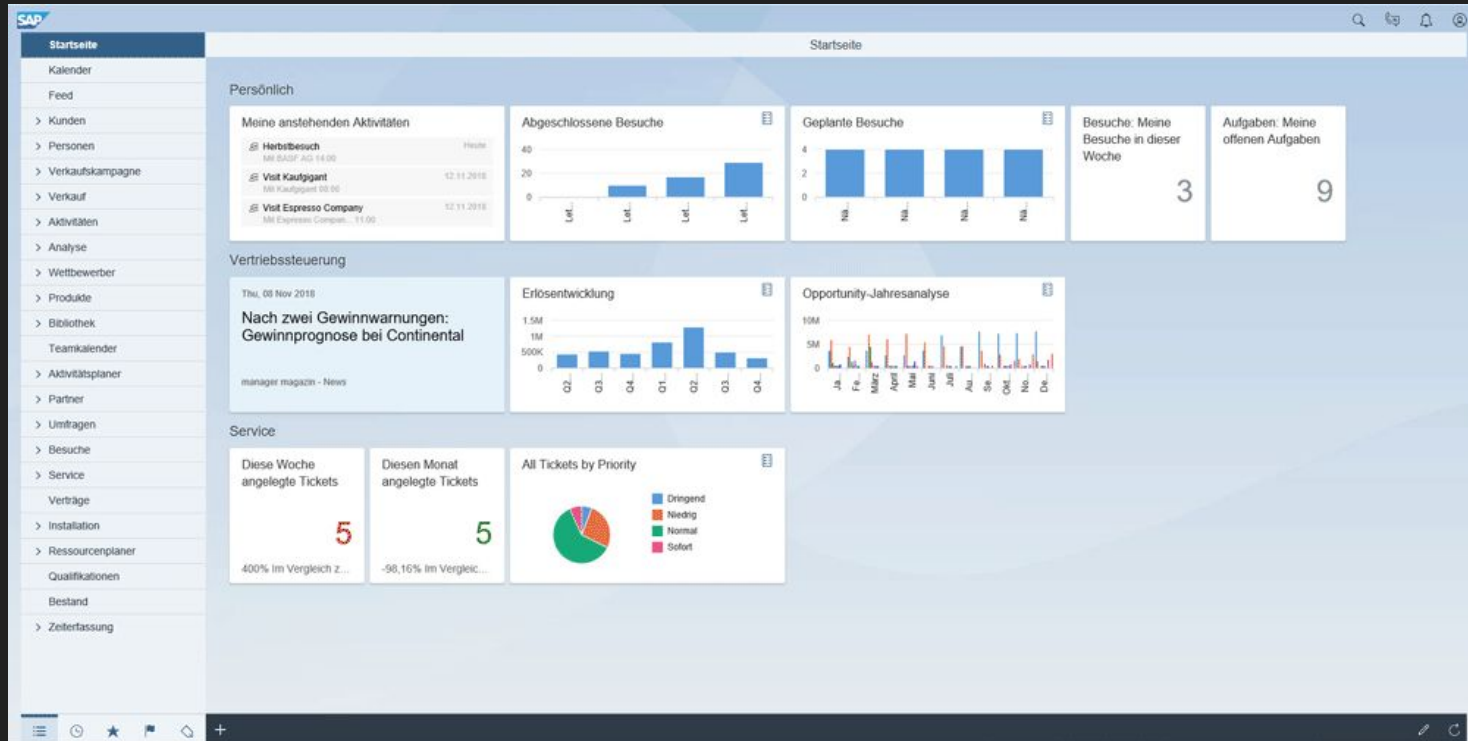
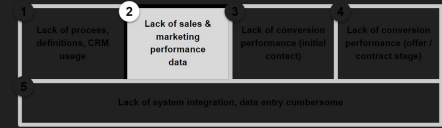
Tool:



Key facts

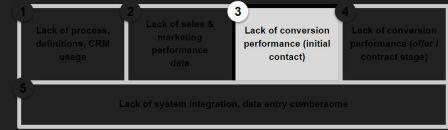
- Headquarter: California, United States
- Cost: 25-300 € / user / month
- Interfaces / APIs: > 100 (native)+ Marketplace + Zapier (> 3000)
- Comment: Enterprise grade CRM

Tool:



Key facts

- Headquarter: Walldorf, Germany
- Cost: 50-170 € / user / month
- Interfaces / APIs: ~25 (native)
- Comment: Enterprise grade CRM



Problem 3: Lack of conversion performance (initial contact)



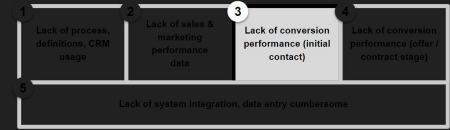
Corona: lack of personal interaction

Videoconference fatigue

Perceived “boring” demos

Drop in conversion rates / rise in CPL

Optimization in entire video process



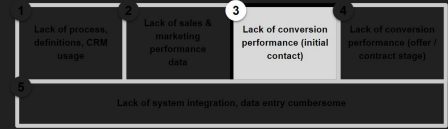
Solution 3: leverage innovative sales-specific features / tools



“Verticalization of Zoom”

Improve video tool setup

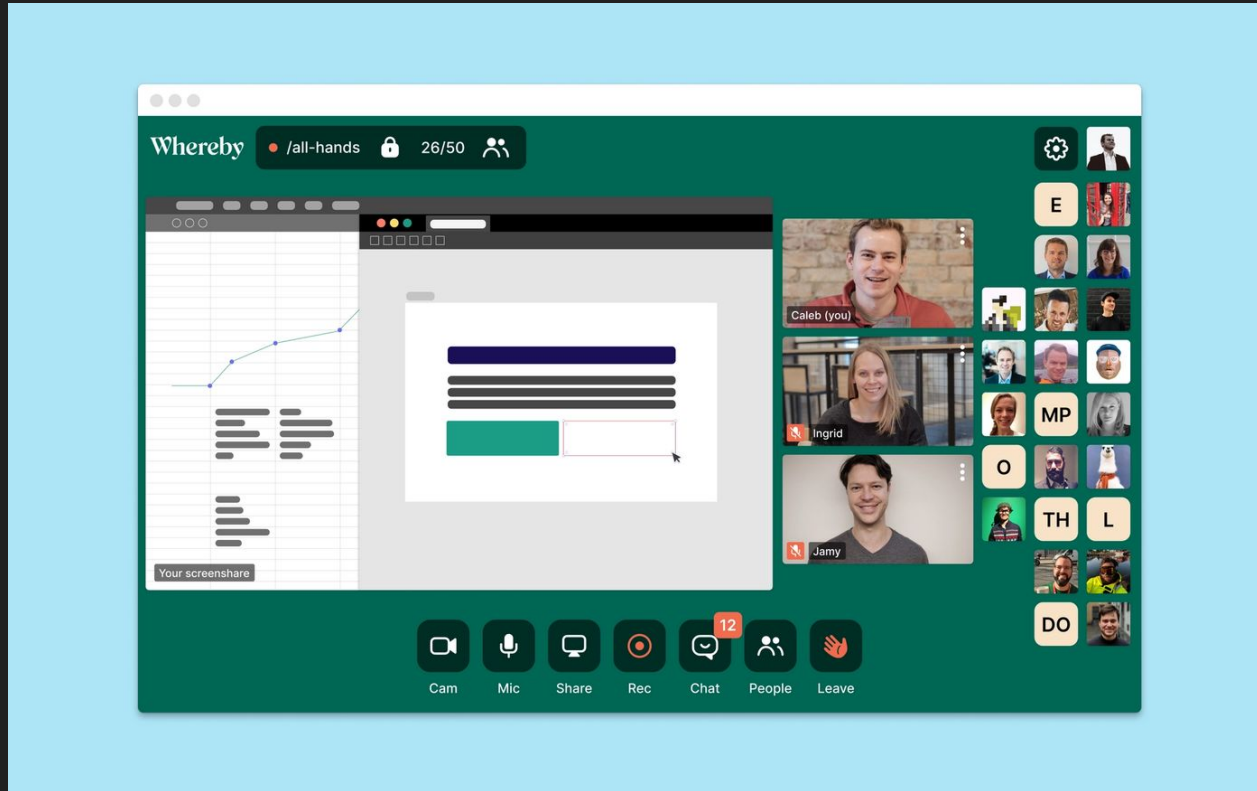
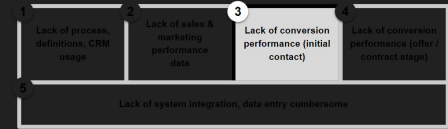
Increase interactivity of demos



Tools to improve video collaboration with leads



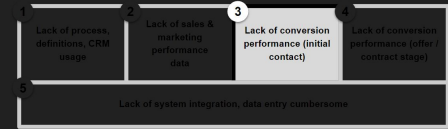
Tool: Whereby



Key facts

- Headquarter: Oslo, Norway
- Cost: 0-15 \$ / company / month
- Interfaces / APIs: ~4 (native)

Tool: crank wheel



Instant live demo for +354 12345
Jói will call you in a few seconds...

Meet Jói
Get ready, Jói is just about to call you.
Please keep this window open during the call.

OPTIONAL INFORMATION

Company
Enter company name

Back Next

Instant demos and screen sharing by CrankWheel

US toll free: (888) 332-5821

Instant Demo

Call your prospect
+354 12345

Confirm when call underway
You have 50 seconds...

Call confirmed No answer

Prospect Info

NAME Jói Sigurdsson
EMAIL joi@crankwheel.com

What we found online

FULL NAME Jói Sigurdsson
COUNTRY Iceland
COMPANY CrankWheel
TITLE Founder, CEO
SENIORITY executive
LINKEDIN https://linkedin.com/in/joisig
TWITTER https://twitter.com/joisig
COMPANY SECTOR Information Technology
COMPANY Internet Software & Games

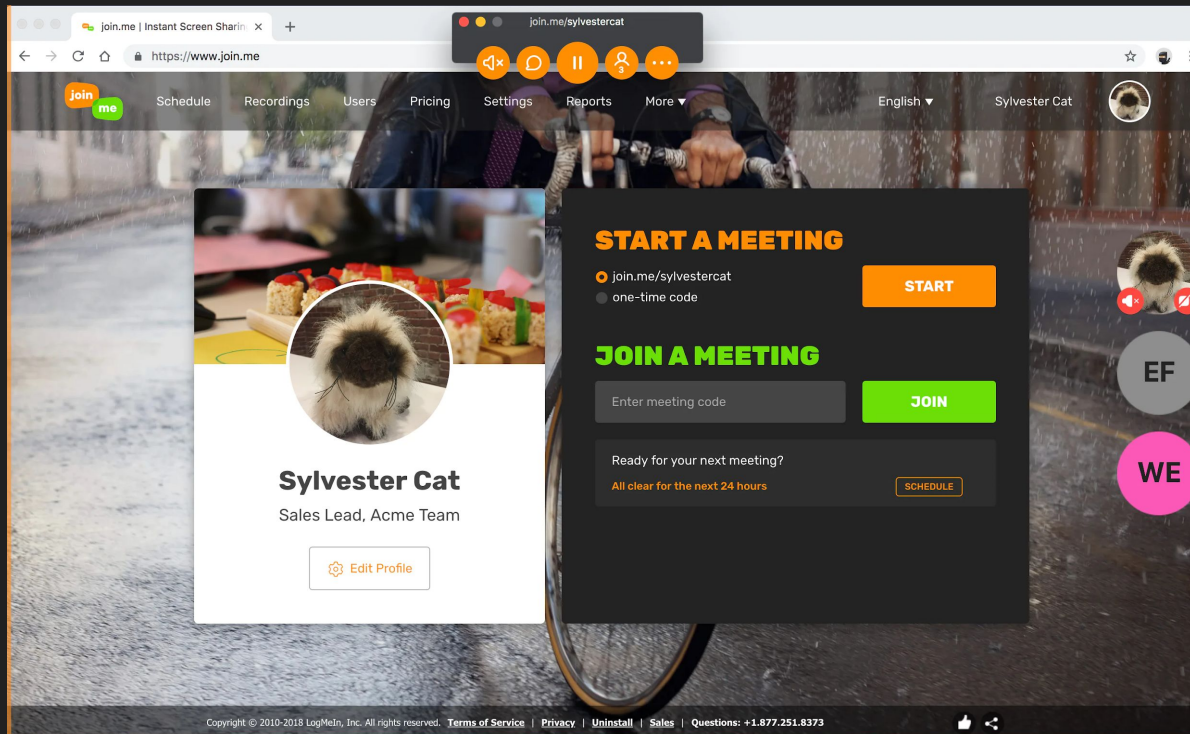
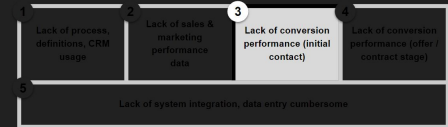
Schedule a meeting

CW Jói Sigurdsson Options

Key facts

- Headquarter: Reykjavik, Iceland
- Cost: 0-500 \$ / department / month
- Interfaces / APIs: ~5 (native)

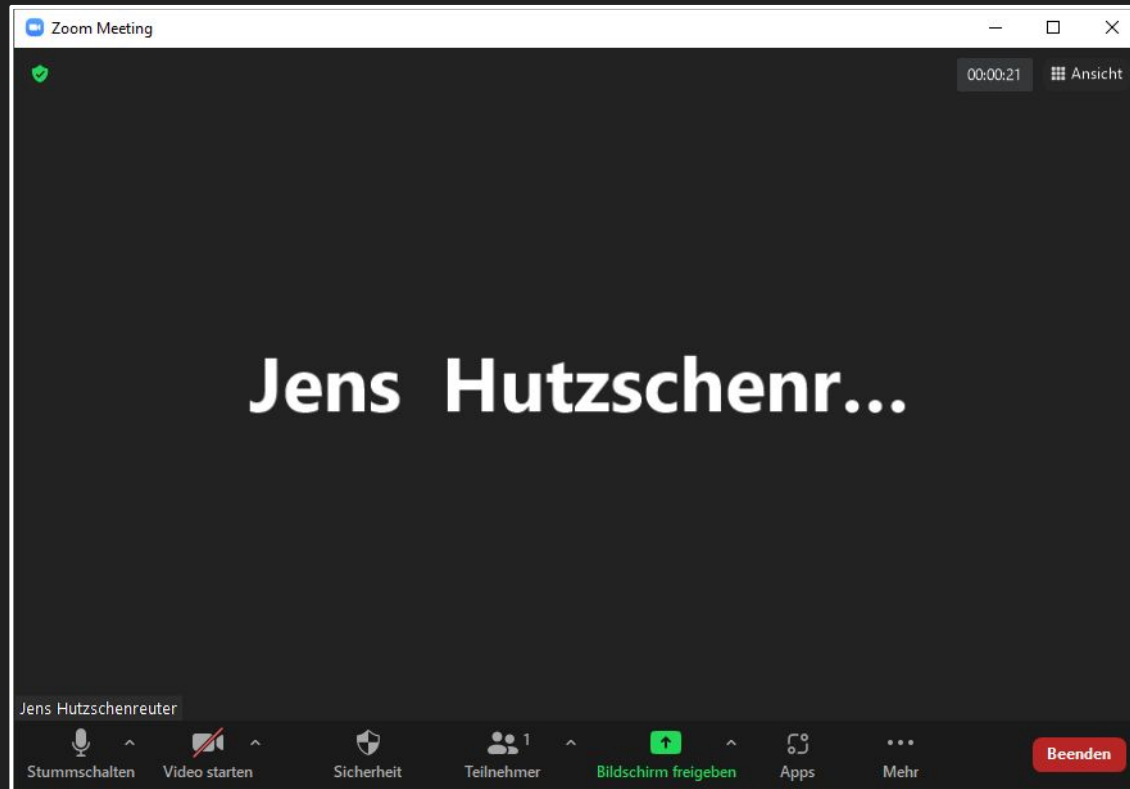
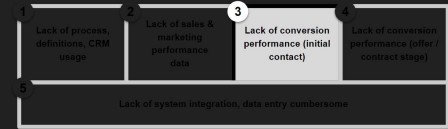
Tool:



Key facts

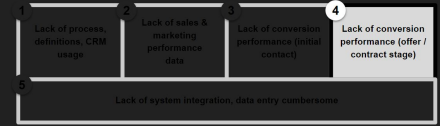
- Headquarter: Massachusetts, United States
- Cost: 9-24 € / month
- Interfaces / APIs: ~15 (native) + Zapier (> 3000)

Tool:  zoom



Key facts

- Headquarter: California, United States
- Cost: 0-190 € / month
- Interfaces / APIs: ~60 (native) + Zapier (> 3000)



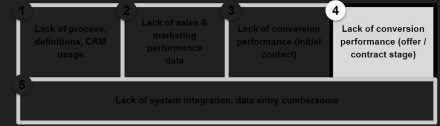
Problem 4: Lack of conversion performance (offer / contract stage)



Decreasing level of data availability in bottom of funnel

Substantial manual labour involved in offer creation / inefficiencies

Lack of process transparency for marketing teams



Solution 4: Leverage tools to monitor progress and increase conversion (final phase)



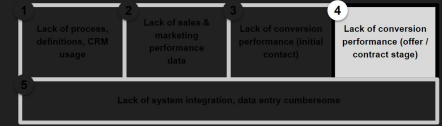
Support offer & contracts with tools

Decrease doc preparation efforts

Monitor interaction rates with docs

Leverage learnings of team members

Use tools to improve deal closing



HQ: United States; 10-65 \$ / user / month



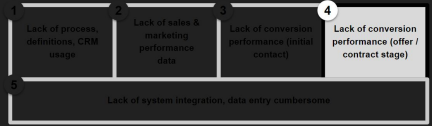
HQ: United States; >35€ / user / month



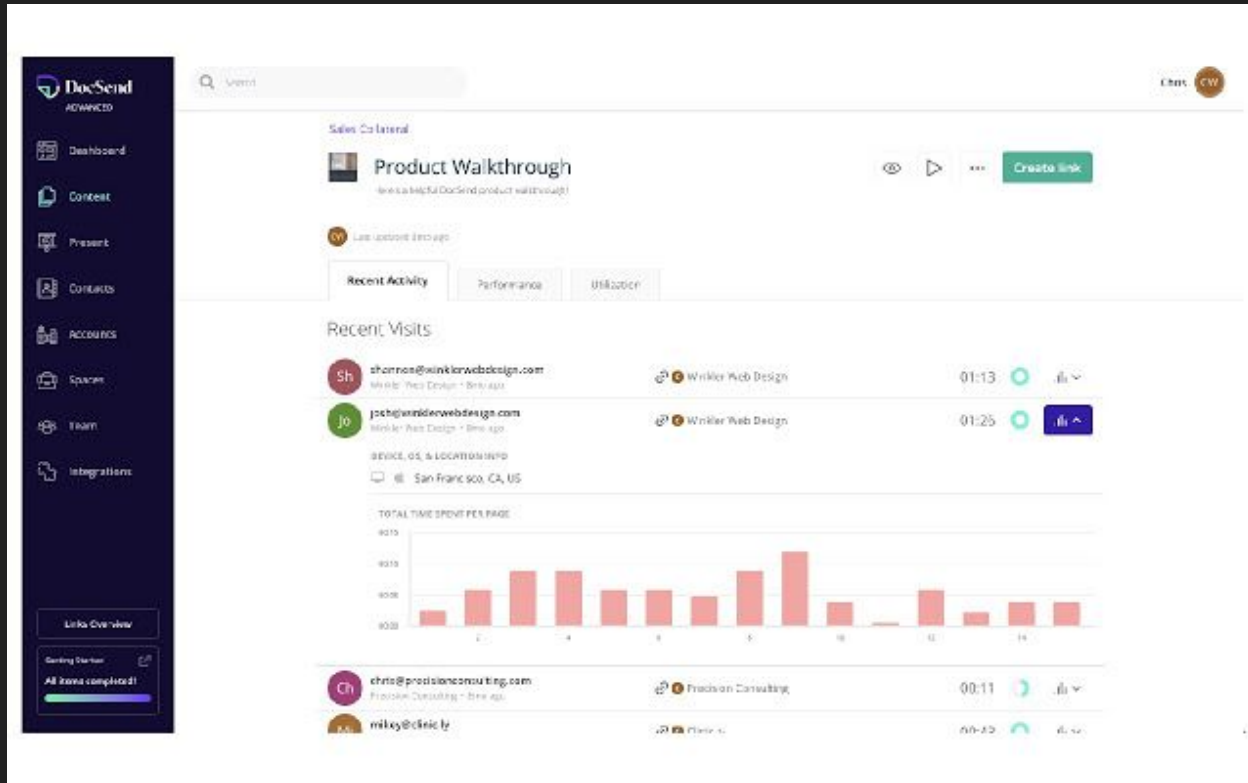
HQ: United States; 20-500 € / user / month



HQ: United States; 25-60 \$ / user / month



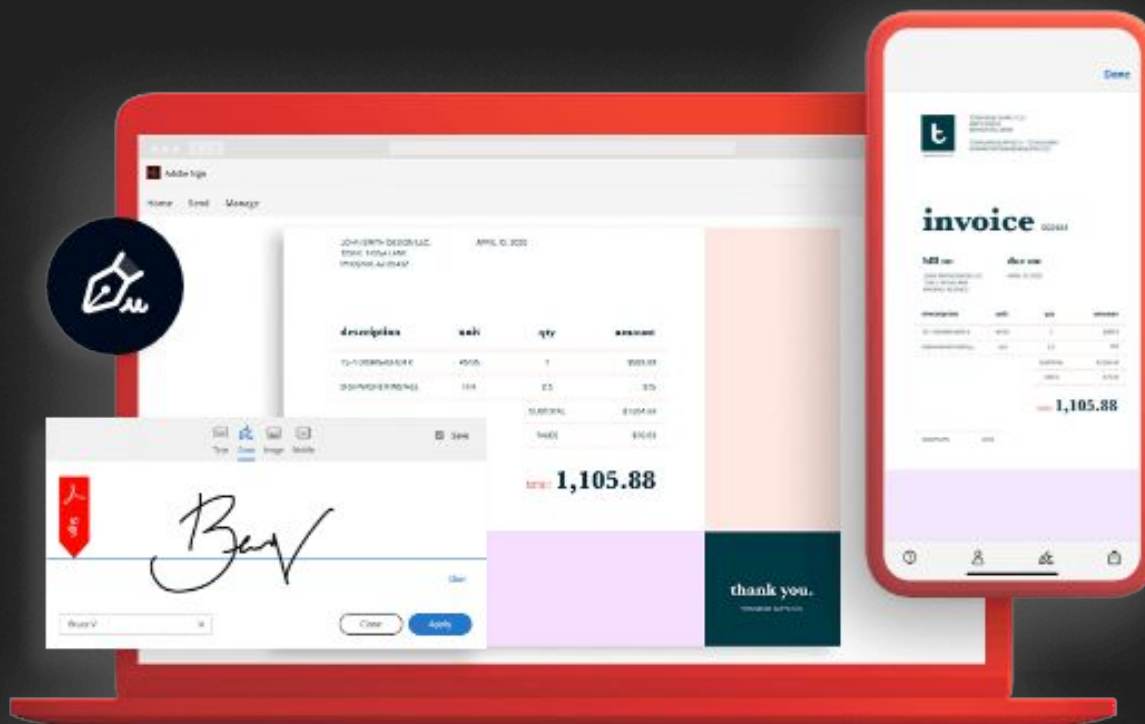
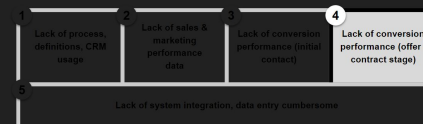
Tool: DocSend



Key facts

- Headquarter: California, United States
- Cost: 10-65 \$ / user / month
- Interfaces / APIs: ~20 (native) + Zapier (> 3000)

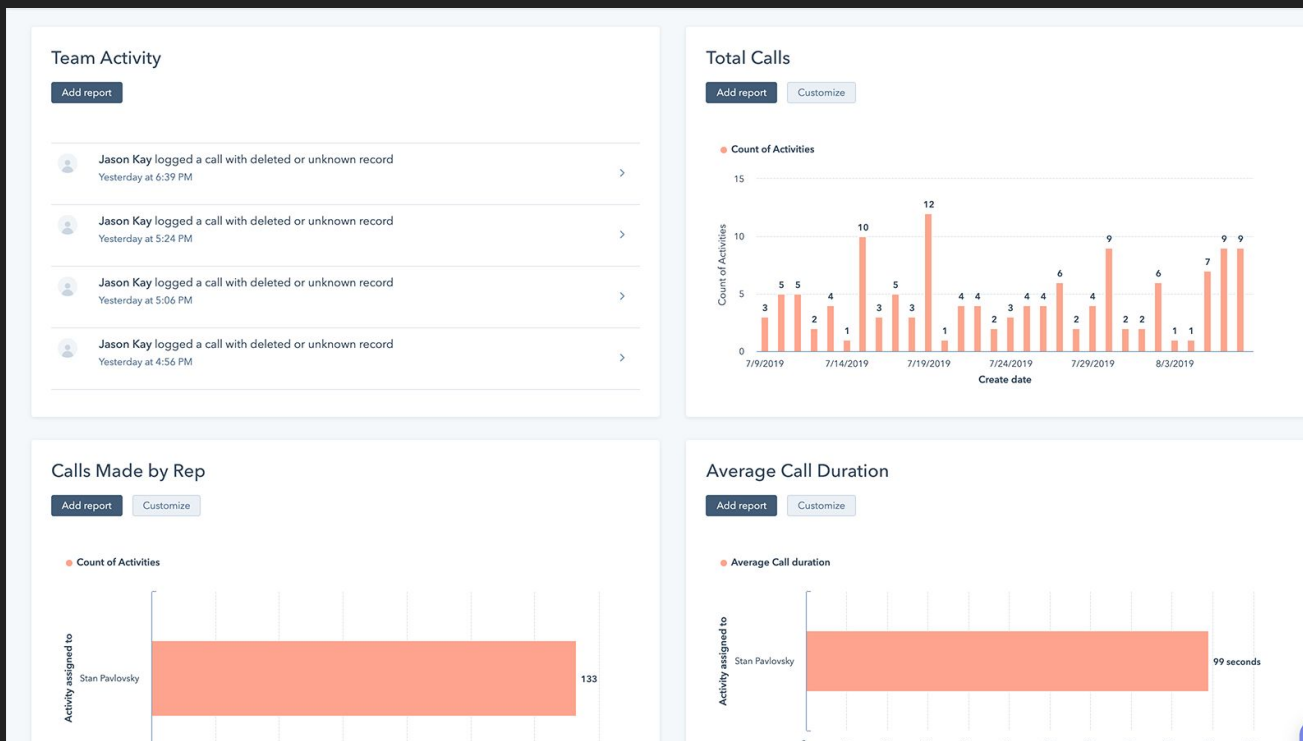
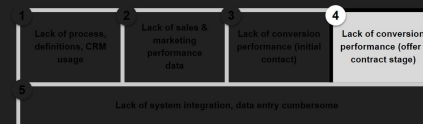
Tool:



Key facts

- Headquarter: California, United States
- Cost: from 35 € / user / month
- Interfaces / APIs: > 100 (native)

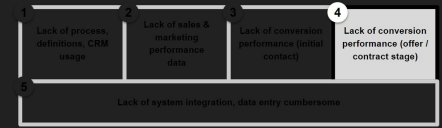
Tool:



Key facts

- Headquarter: Massachusetts, United States
- Cost: 20-2.000 € / user / month
- Interfaces / APIs: >100 (native) + Zapier (> 3000)

Tool: PandaDoc



Our services

Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distraction. [Sender.Company]'s web development services are perfect at any stage.

Your Unique Digital Marketing Package

Name	Price	QTY	Subtotal
Keyword Research	\$495.00	1	\$495.00
SEO Audit	\$1,995.00	1	\$1,995.00
PPC Campaign Setup	\$495.00	1	\$495.00
			Subtotal
			Discount
			Total

ACCEPTANCE

Signature

MM/DD/YYYY

[Sender.FirstName] [Sender.LastName]

Content

BLOCKS

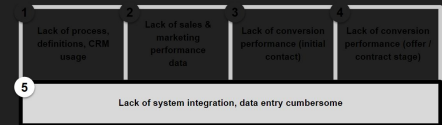
- Text
- Image
- Video
- Table
- Pricing table
- Table of contents
- Page break

FIELDS

- Text field
- Signature
- Initials
- Date
- Checkbox
- Dropdown
- Card details

Key facts

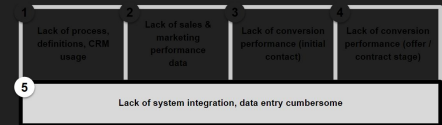
- Headquarter: California, United States
- Cost: 25-60 \$ / user/ month
- Interfaces / APIs: ~30 (native) + Zapier (> 3000)



Problem 5: Multiple tools lead to data problems and manual labour



- Optimal setup requires multiple tools
- Frequently: manual labour required to have clean data
- Annoyed sales people
- Data / analytics broken
- Lack of engineering resources



Solution 5: Leverage tools to monitor progress and increase conversion (final phase)



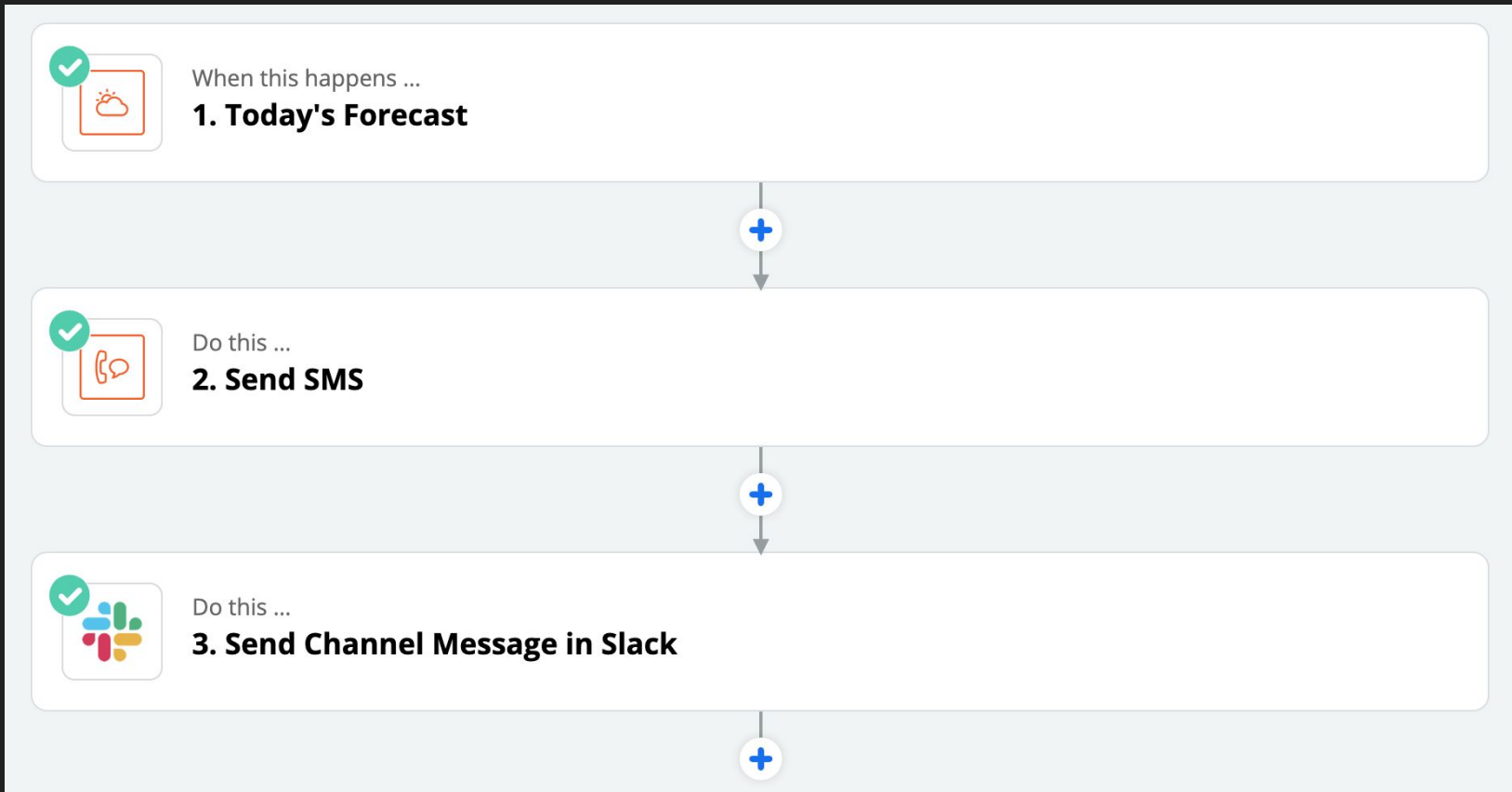
Leverage power of no-code

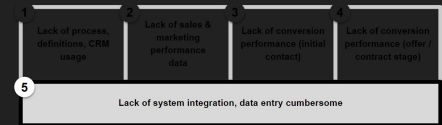
Built on existing middleware technology

Empower sales operations team

Eliminate need for tech support

Concept: No code configuration of workflows

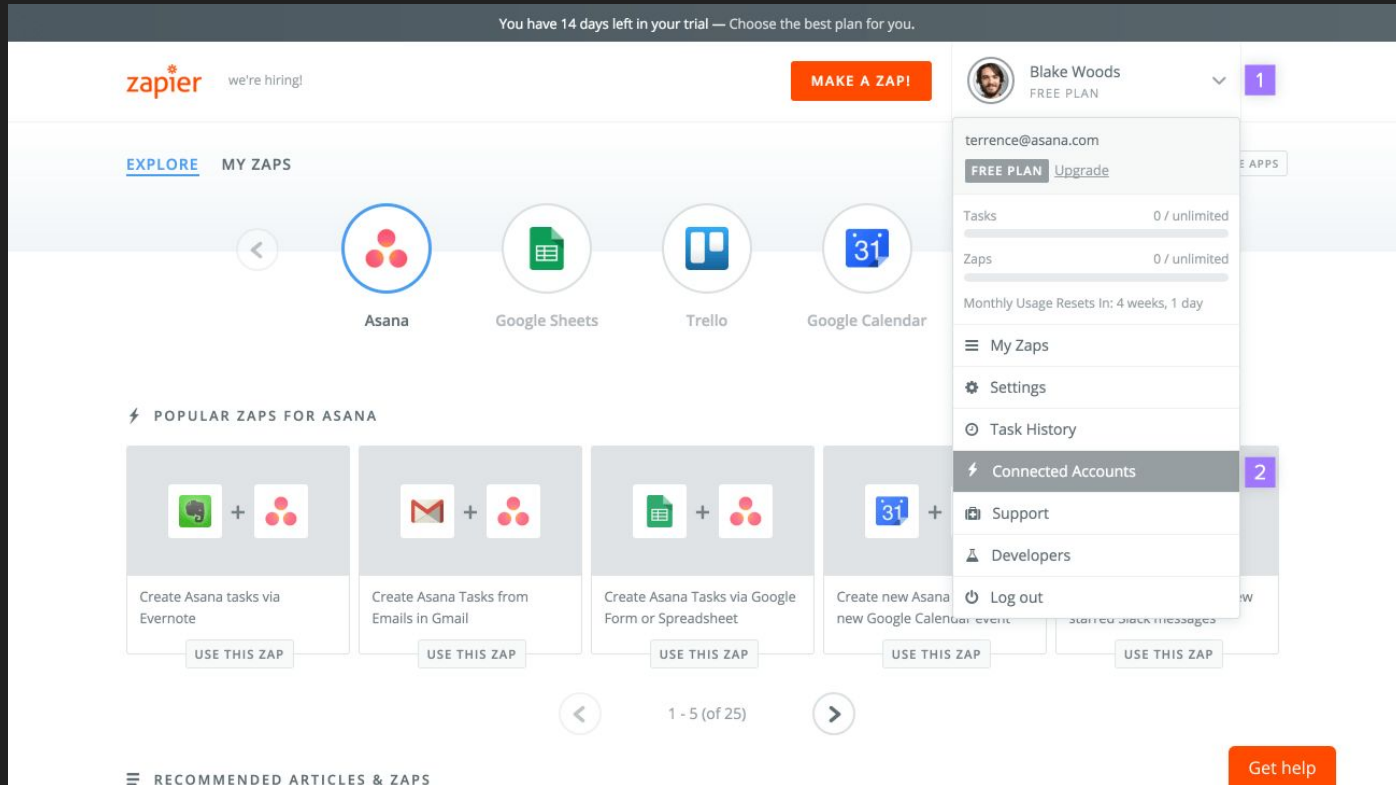
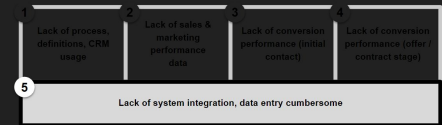




Data integration of various tools



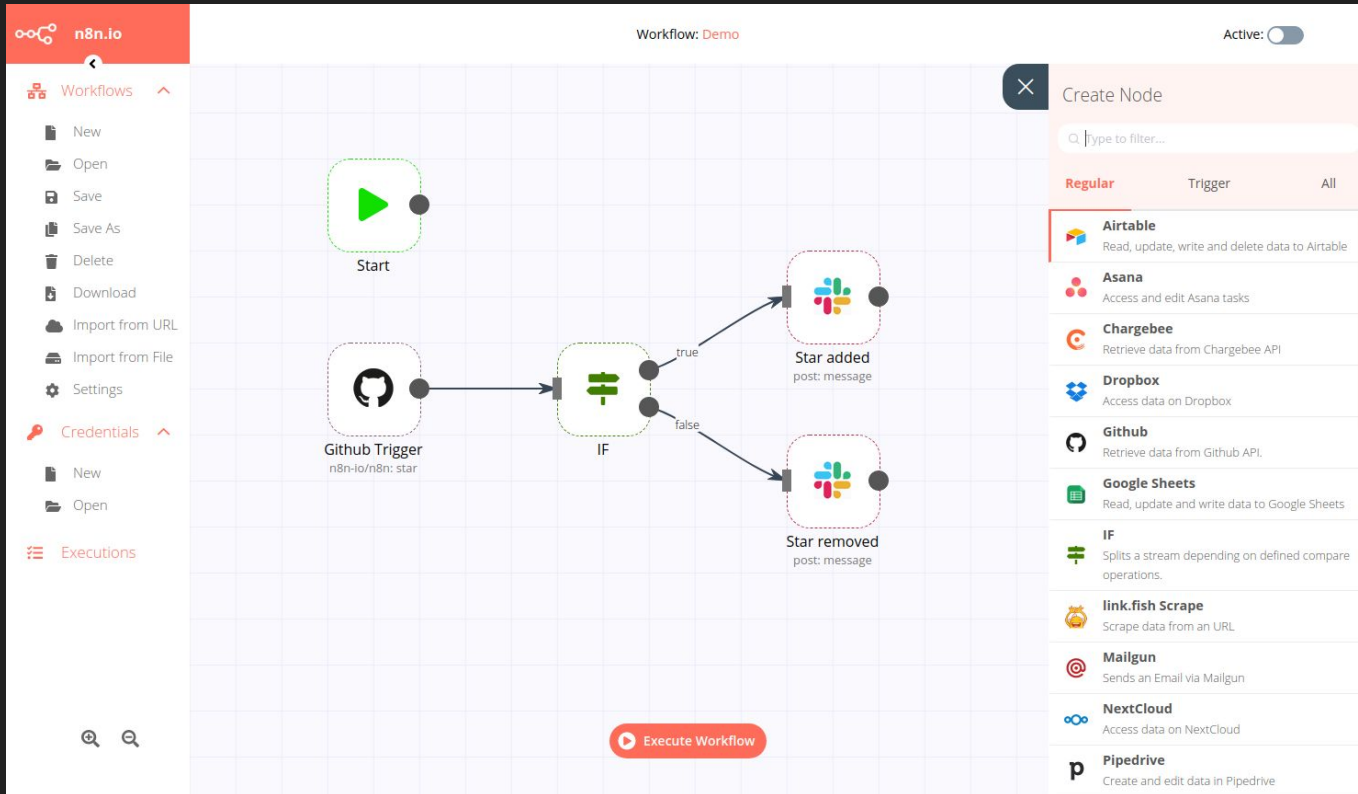
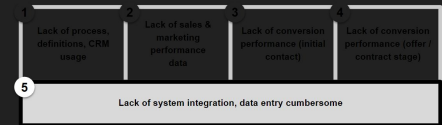
Tool: zapier



Key facts

- Headquarter: California, United States
- Cost: 0-600 \$ / month
- Interfaces / APIs: > 3000 (native)
- Comment: Huge reach of tools, GDPR compliance rather a challenge

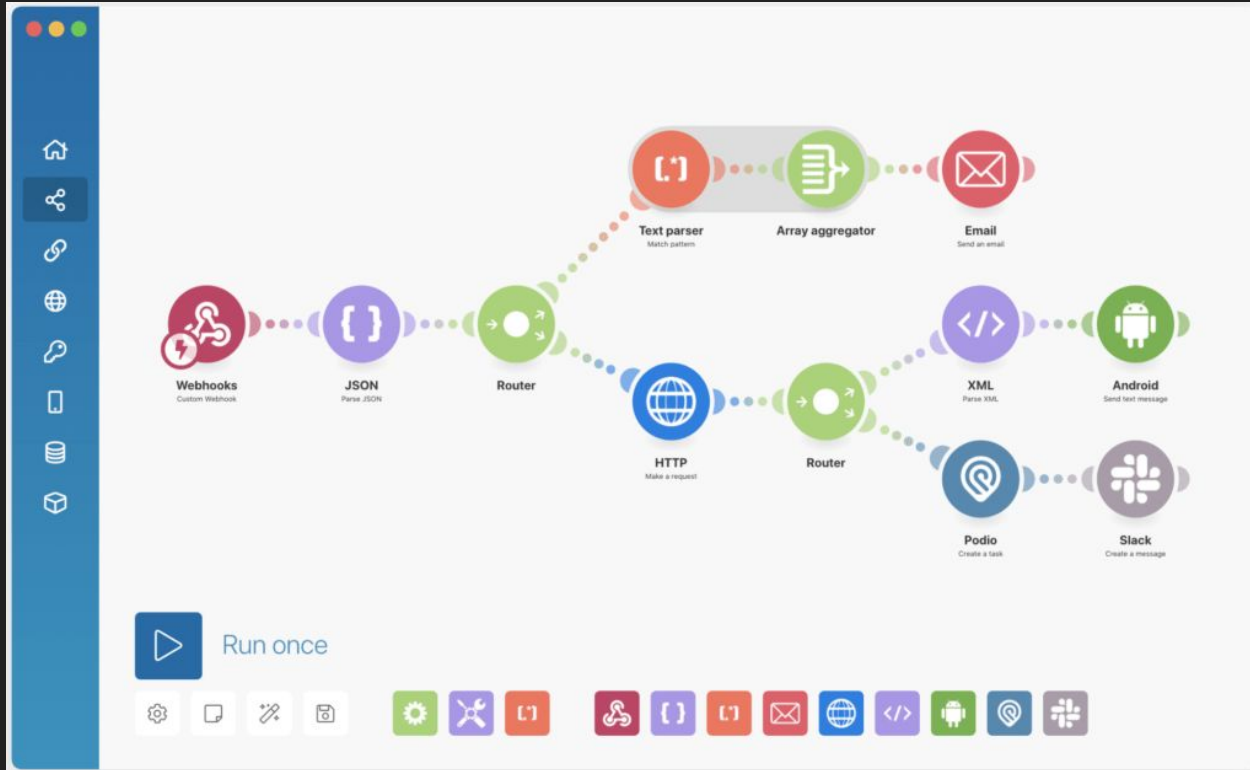
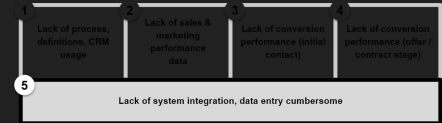
Tool: n8n.io



Key facts

- Headquarter: Berlin, Germany
- Cost: for free / user / month or cloud-based offering
- Interfaces / APIs: ~200 (native)
- Comment: Self-hosting or German cloud available

Tool:

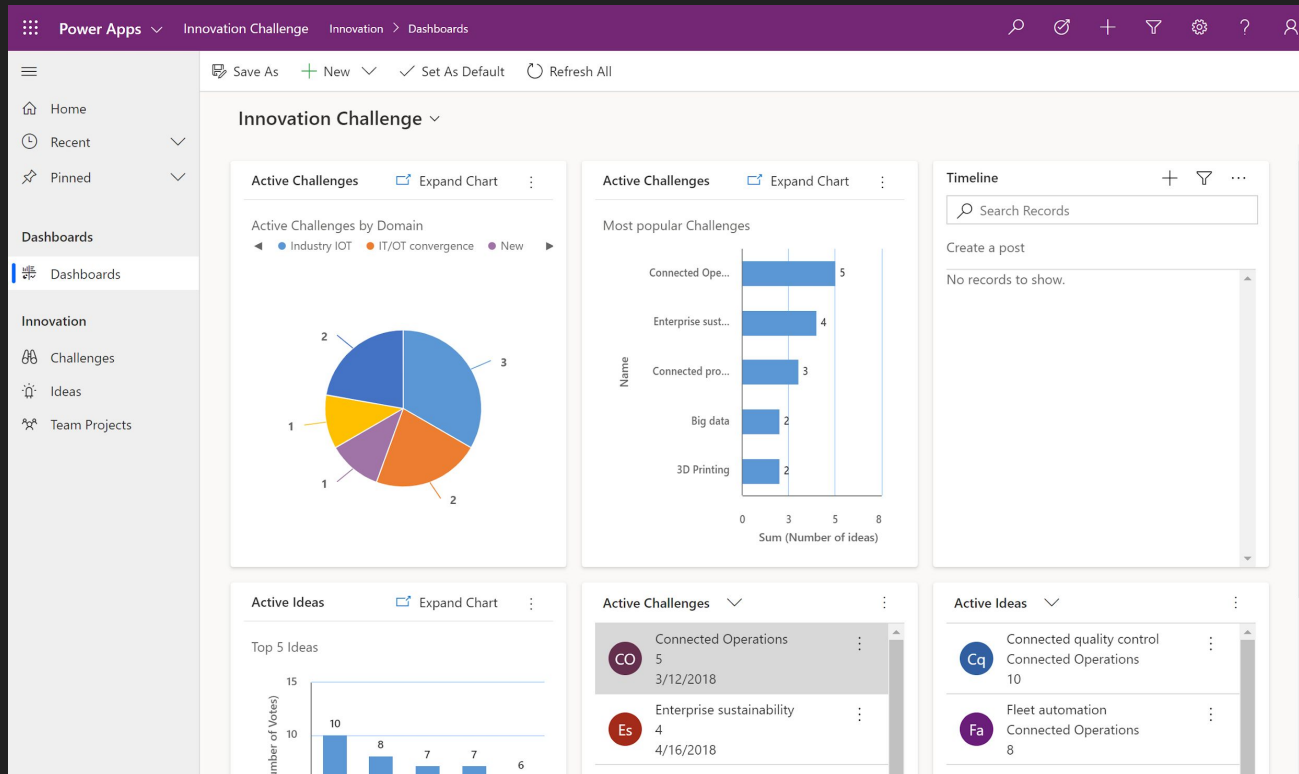
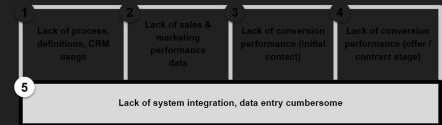


Key facts

- Headquarter: Prague, Czech Republic
- Cost: 0-40 \$ / month
- Interfaces / APIs: > 300 (native) + Zapier (> 3000)
- Comment: Acquired by Celonis, currently in transition to new brand “make”

Tool:

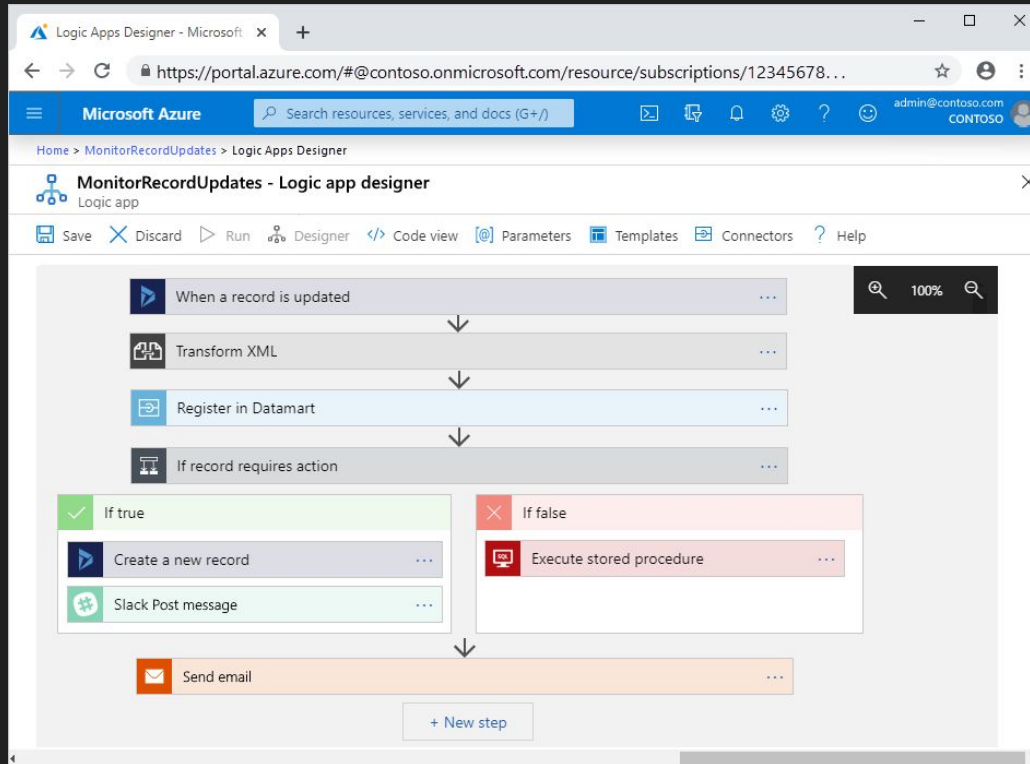
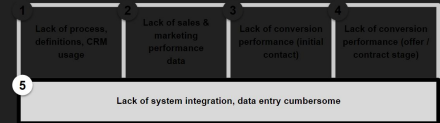
Microsoft
PowerApps



Key facts

- Headquarter: Washington, United States
- Cost: 4-17 € / user / month
- Interfaces / APIs: >300
- Comment: Ideal for Microsoft environments, high data security requirements

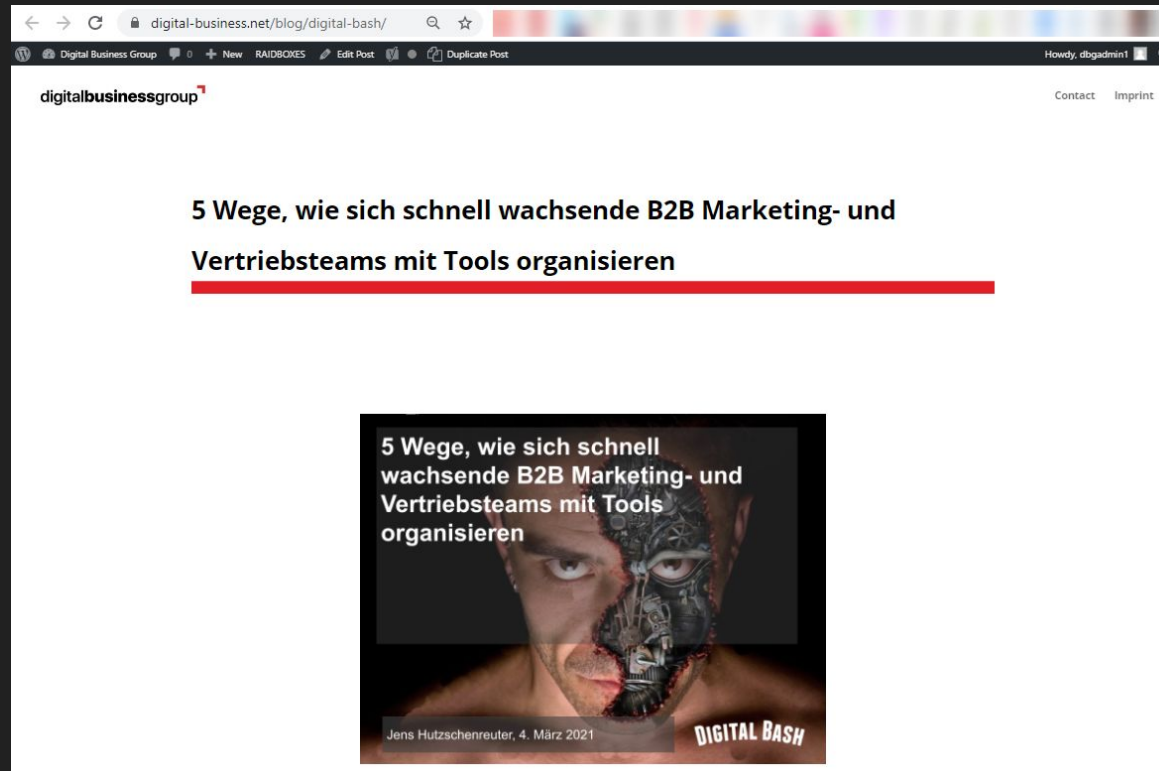
Tool:



Key facts

- Headquarter: Washington, United States
- Cost: 1-8 € / user / hour
- Interfaces / APIs: >300
- Comment: Ideal for complex enterprise environments

Our offer: download tool list and additional info



digital-business.net/tools2022/

Q&A

Contact data

digitalbusinessgroup  & salespotentials 

Kurfürstendamm 194

10707 Berlin

Telefon: +49 30-610821 600

E-Mail: jens.hutzschenreuter@salespotentials.com



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