

Why Sales Enablement Content Is Invaluable for B2B Selling Teams
Alt.: 4 Strategies to Close More B2B Deals With Sales Enablement Content
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Anyone who's been in B2B sales for even a millisecond can empathize with reality TV survivalist contestants. Without the proper tools, even the pluckiest outdoor expert can end up frostbitten, snakebitten, overwhelmed, and underprepared. The same is true for salespeople (minus the frost and snakes, hopefully) unless they have an arsenal to back up their efforts. One key asset in that arsenal should be a wealth of sales enablement content.

Let's face it: Only unicorn buyers sign \$100,000 contracts after a single call. Most require tons of follow-up while decision makers hem and haw. Exceptional, high-quality content can keep the process moving toward a conversion rather than stalling at the first objection.

What's unfortunate is that many companies aren't supporting their sales teams with content. However, if your organization bucks that trend, you could net some big wins.

We [did a little digging](#) and found that, according to CSO Insights, about one-third of businesses that develop and deploy robust content marketing tactics see 27% higher win rates than their counterparts. That's reason enough to fold sales enablement content into your sales and marketing mix.

If you're new to the idea of having content at your fingertips to wow prospects and nudge buyers toward a sale, these recommendations can help you get started.

1. Educate leads with content.

Think the number 13 isn't lucky? It can be, particularly for your sales team. On average, B2B buyers look at [13 pieces of content](#) before saying yea or nay. Knowing this, you should have dozens of content assets ready to meet any prospect where they are.

Here's how this can work in a real-world situation. Let's say your sales rep has had two calls and then hears these dreaded words from the prospect on the third call: "I'm struggling to get buy-in from our C-suite." Ouch. The salesperson has to fix the problem pronto or risk losing traction.

If you have a piece of content ready for that moment, the salesperson could respond: "I can help. I'll send you an article that covers a few talking points on how to get executive budget buy-in. It's worked well for other clients in your position. After you read it, let's hop on a call and come up with some next steps." The salesperson has solved the lead's dilemma, increased the chances of a sale, and arranged a follow-up. Beautiful.

2. Build sales team members' personal brands through thought leadership content.

People want to buy from people who are capable and credible. Expertly crafted and curated thought leadership content can raise any sales employee's expertise and authority in front of

prospects. Nothing says, “This person is an expert,” like a press mention or published article in a well-respected publication.

For example, consider a new-to-your-business salesperson who has mad industry skills but lacks a network or word-of-mouth reputation. That salesperson is going to have trouble ramping up and competing with your other team members who’ve been with you forever and have lots of referral sources.

Content like thought leadership pieces published under the salesperson’s name on LinkedIn or in an industry publication can be a game changer. Suddenly, the salesperson has a presence — and that presence can be fostered through publishing more content over time. Best of all, it’s not too difficult to get the process rolling as long as you’re behind it 100% from a marketing production standpoint.

3. Shine a spotlight on your results with case studies.

Our B2B sales team loves having an abundance of case studies to pick and choose from. They’re not alone in their penchant for this powerful sales enablement tool. A full 13% of marketers told HubSpot they saw case studies as their [primary content vehicle](#).

What’s so exciting about case studies? They provide proof that your company can do what it says it’s going to do. A compelling case study demonstrates that you’re not a fly-by-night operation. You’re a well-oiled machine with a process that produces measurable success for clients.

Case studies are particularly invaluable when you have a prospect who worries that you can’t solve their specific pain points. Sharing a case study — especially if the client’s issue mirrors your prospect’s — can make the prospect feel confident about hiring you. Case studies can include written or video testimonial components, too. (Multimedia can be amazingly illustrative!)

4. Nurture reluctant and lagging leads with tailored content.

What’s more annoying to a B2B prospect than getting another “just following up” email from you? Not much. However, when you reframe your email as an excuse to share a helpful piece of content, you give the person a reason to reconsider ghosting you. Far too many email drip campaigns aren’t designed with the reader in mind. By building sales enablement content into your emails, you can up the engagement factor and reduce friction.

Let’s consider a scenario: Pretend your salespeople have a list of potential leads who have disappeared. (You probably don’t need to pretend, though, to be honest.) The leads seemed qualified and answered one call, but they never responded to additional outreach and follow-ups. Rather than assuming they’ve fallen off the face of the earth, you ask your marketing team to work with the sales team to construct a revitalized email sequence that speaks specifically to those leads.

Within weeks, your system is deploying personalized emails that are offering valuable, educational content. They don't stink of salesperson desperation. On the contrary, they provide value in and of themselves, and they encourage leads to pick up where they left off.

A salesperson without content isn't much different than a city slicker dropped in a tropical forest who's expected to make do without any resources. Don't leave your sellers to struggle on their own. Make their job simpler by consistently producing a variety of sales enablement content that speaks to leads' pain points and objections and eases their mind about working with your company.