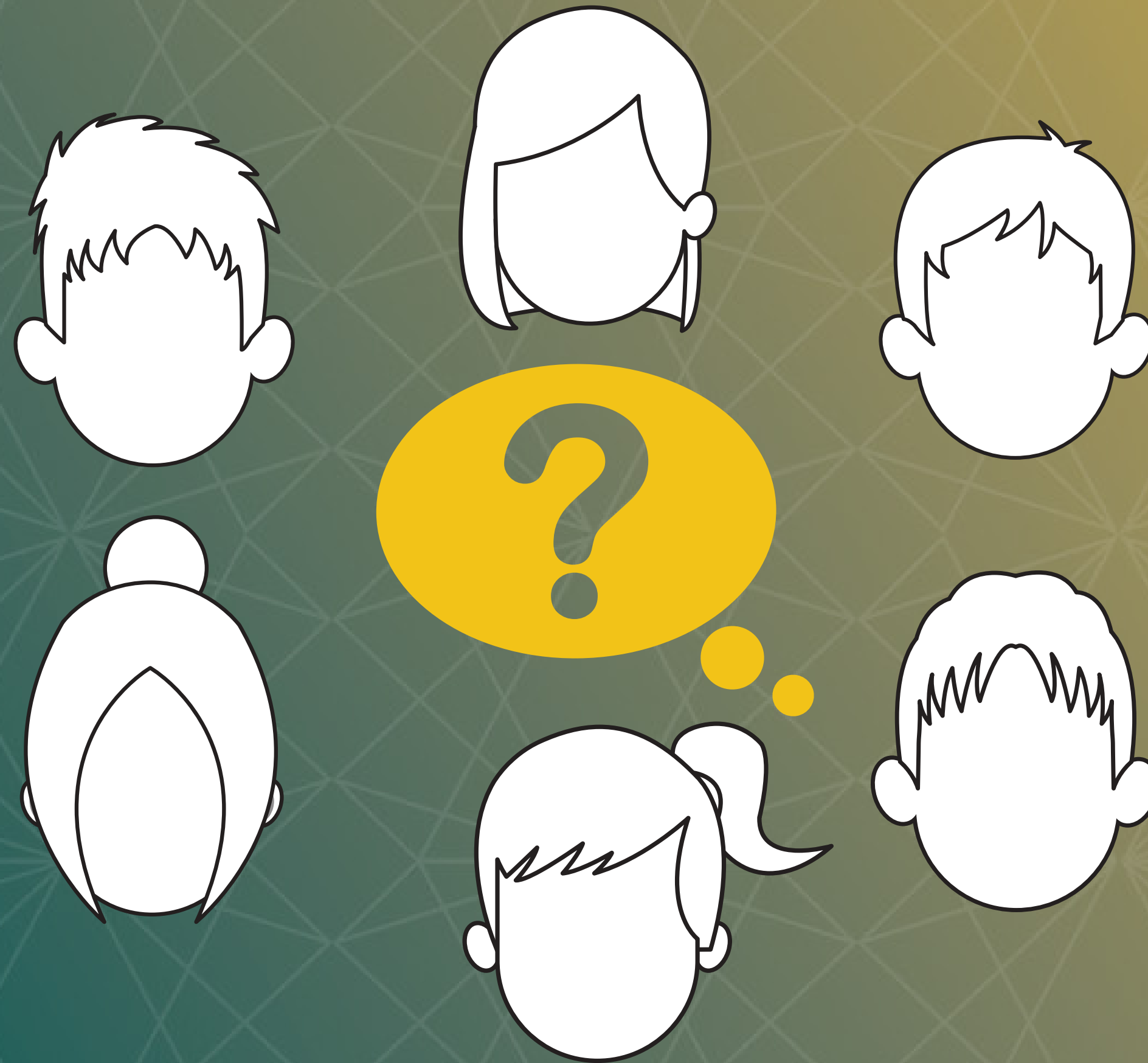


What's On A Decision Maker's Radar?

Helping you create more relevant and engaging customer communications



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What's On A Decision Maker's Radar?

It's far easier to nurture sales opportunities and build relationships when you understand what challenges your target audience is facing.

This resource gives you an insight into what's on the radar of the most common decision makers and influencers in a B2B sales process.

Use this to build your marketing content and sales messaging around subjects and topics that show your proposition as a solution of the areas outlined below. Also look at the Industry Insights I've created at:

beyond-consulting.co.uk/downloads

By no means are these the only topics they're focusing on, but it gives you a good start. If you think I've missed something, please do let me know.

Michael Evans

Chief Thinker & Do-er

Beyond-Consulting

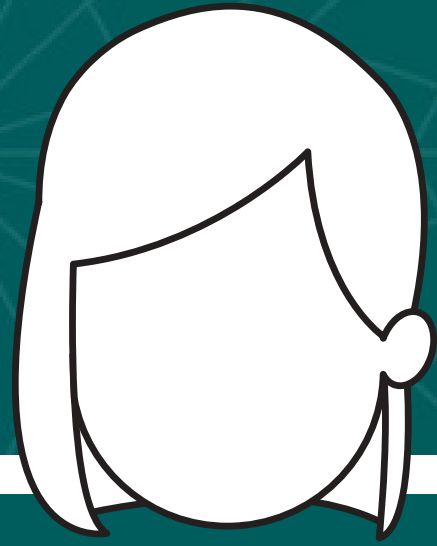
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What's On A Decision Maker's Radar?



CEO/MD

Ambassador for the company

Growth

Sustainable strategy
Sales increase
Globalisation opportunities

Brand

Purpose
Community
Environment

Economy & Political

Trade
Costs & Currencies
Legislation

Talent

Attracting the best
Great place to work

Trust

Stakeholder expectations
Targets / performance
Brand

Innovation

Funding
Efficiencies



CFO/FD

Safety Officer for the company

Growth

Controlled sustainable growth
Profitability
Resource allocation

Sales

Investment
Right customers
Financially savvy strategy

Economy & Political

Trade
Costs & Currencies
Legislation

Insight

Intelligence / analytics
Instant technology

Innovation

Resource allocation
Investment
Check point
Mid-long term view
CEO vision v's stability
Insight & decision making



COO/Ops Dir

Ensure the strategy gets delivered

Strategy

Company culture goals
Company procedures
Promote innovation
...but deliver strategy
Find expansion opportunities
Evaluate performance

Operation / Delivery

Improve structure and process
Clear and achievable strategy
Oversee business operations
Maintain pace of growth
Balance drive of CEO with
restraint of CFO
Manage partner relationships

Personnel

Align core teams and
departments
Manage talent mix



Sales Director

Build and maintain sales revenue and relationships

Sales

Higher sales conversion rates
Accurate forecasting
Lower cost of sale
Maximise growth opportunities
Cross & upsell planning

Talent

Consistency across sales team
Utilising technology
Seamless link with marketing

Buyer relationships

Relationship building
Decision maker mapping
Prospect messaging
Solution selling
Social selling



Marketing Director

Generate enquiries and maintain relationships

Lead and customer nurture

Personalisation
Industry and decision maker & influencer levels
Multiple channels – tying messages together
Cost of acquisition
Younger audiences

Sales

Satisfying sales team needs
Marketing & sales relationship
Consistent messaging

Brand

Standing out from competitor
Internal brand evangelising

ROI

Utilise low cost channels
Data & insight

Talent

Skills modern marketing
Team v's flexibility



Customer Care Director

Manage customer interactions and feedback

Relationships

First time fix
Customer history
Reduce repeat issues
(feedback into business)
Faster response

Multiple comms channels

Monitoring and responding on relevant channels
Skills to utilise benefits

Younger audiences

Email is dead
"Want it now" culture

Brand management

Voice of company
Voice of the customer

Talent

Desire to help v's 9-5 job
Ownership – problem solvers