Smarter B2B sales with targeting: How to find the right companies for your business

Description

Identify the key company attributes that drive impact and guide focus

How to improve your B2B Sales with smarter targeting

In B2B sales, success starts with knowing the right companies and industries to targetâ??and understanding the key buyers within those companies. By creating detailed buyer personas, you can tailor your approach to match the needs of specific industrial buyers, increasing your chances of success.

Firmographics

One important aspect to consider is firmographicsâ??the characteristics of a business that help you identify the most promising opportunities. These firmographics include:

- **Company Size:** Number of employees, revenue
- **Industry:** Technology, finance, manufacturing, etc.
- **Geographic Location:** Country, city, or region
- Company Type: Private, public, non-profit
- Ownership Structure: Family-owned or publicly traded
- **Growth Stage:** Startup, mature, or declining businesses

By analyzing firmographics, you can find patterns that correlate with sales performance. For example:

Industry Fit: Targeting industries that align closely with your product or service can result in higher sales potential. A software company, for instance, might perform better with technology firms.
Company Size: Larger companies often have bigger budgets and a greater need for your product, leading to more substantial sales opportunities.
Geographic Location: Where a company is based can affect sales due to factors like regional regulations or economic conditions.
Growth Stage: Startups and mature companies have different buying behaviors. Tailor your approach to their unique needs.
Company Type and Ownership: Publicly traded companies may have more formal purchasing processes, while private companies might be more flexible.

Refine your target list with ABC Analysis

To make a real impact, focus on the companies that bring the most value to your business. Use an ABC analysis to segment your customers: Use your CRM and excel to generate this list.

A segment: The top 20% of your customers that contribute to 60-80% of your revenue.
B segment: The next tier, contributing 20-50% to your sales.
C segment: The bottom tier, contributing less than 10% of your sales.

Once youâ??ve identified the A-segment, you can concentrate your resources on these high-impact companies. Remove or minimize focus on the C-segment to free up time and energy. This will certainly get you results!

Target the Right Roles

After identifying the right companies, itâ??s time to find the decision-makers. Look through your CRM or email system to see which roles youâ??ve successfully made deals with in the past. Common roles might include:

- CEO
- CFO
- Marketing Manager
- Purchasing Manager
- CTO
- Budget Holder

Create groups based on roles that have the biggest influence on purchasing decisionsâ??those who buy, those who influence, and those who manage the process. This will help you focus your sales efforts on the people who matter most.

Activate Your Strategy

Now that youâ??ve built your target list, itâ??s time to engage. Use tools like LinkedIn Sales Navigator to find the right contacts in your target companies. Once youâ??ve identified key personas, reach out via phone, direct message, or email.

If you want to generate leads on a larger scale, consider running a LinkedIn ad campaign. You can target specific companies and job roles with downloadable content or a special offer on your landing page.

Now, get out there and start closing those deals! With a clear target and focused approach, youâ??ll see real improvements in your B2B sales.

Now that youâ??ve learned how to target B2B customers, weâ??re confident this approach will enhance your business. Focusing on the right companies makes all the difference, and **cutting out non-performers frees up valuable time**. You can reinvest that time into your A-

list clients, improving both your targeting and the quality of service you provide.

For more details, visit LeadInfo, a platform that lets you see which companies are visiting your website.

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