

### **3 Things That B2B Firms Forget When Promoting Sales**

#### **Seeking Sales Opportunities**

In promoting B2B sales, there are several fundamentals that marketers often forgotten. First, marketers sit and expect that orders will be placed or question will be asked about supplying certain products or services. This is a big omission. Ideally, corporate account managers and executives should increasingly seek out and ask corporate contacts what their supply needs are rather than wait for them to send letters of inquiry. In practical terms, this means that business-to-business marketing teams should not forget to actively seek out sales opportunities.

#### **Ignoring Small Orders with Negative Payoffs**

Further, when most B2B marketers win a small order that gives negative payoffs but from a huge corporate, they forget that if the client is happy with their delivery, he will most likely contact them again with huge orders. A brilliant idea is to accept such orders and make sure the quality of the product and after sales services offered is impeccable. Exceeding client's expectations will open the door for the business.

#### **Follow Up and Follow Through**

Lastly, B2B marketers put a lot of effort on acquiring new customers but they forget to maintain value adding relationships with their existing clients. At the end of the day, their accounts remain much or less the same since their new wins are neutralized by loss of old clients. A great tip is to always keep existing relationships fresh with targeted sales calls and fresh offers. In B2B sales promotion, follow up and follow through are key to success. Never forget to follow initial sales calls or meetings with a short email or letter of confirmation.