

## How to improve your B2B communication?

It is not easy to define B2B communication because it depends on specific long-term and short-term business goals. Every B2B business has a different business model and stage of development. It has a different structure and organization, goals and priorities.

In this text, we will focus on B2B communication with a function to build long-term relationships with ideal clients, partners and other stakeholders.

Usually, we give this function to communication in the 3rd year of operation. That is when we've partially built the company culture, have regular clients, and the first recognition of the young brand.

The long-term goal of such communication is to keep the existing clients. You want and keep them coming back to you, but also to attract new ideal clients.

To lay a good foundation, your company should build sound business foundations from its start. One of the basic foundations is the company culture.

Every culture has its values, beliefs, rituals and way things work.

If you want to communicate effectively with people from other cultures and microcultures, you should understand the cultural and social context from which you come.

Your cultural context affects the way you interact with others.

If your business at this stage of development engages a person in charge of managing culture and human capital, feel free to include them in a communication strategy creation.

In my experience, companies skimp on culture and human capital management, and that's why they usually don't have a person in charge.

You should know the culture of your own company because we have already said that it is vital for creating a communication strategy.

### **Here's what you should consider when trying to understand your own culture:**

- What are the values, beliefs and rituals of our culture?
- How do they affect the way you communicate? What do you notice in your communication?
- What are the non-verbal communication signs that are typical for your culture?
- What slang, phrases and idioms do you use in your culture?
- What's your sense of humor? How do you express joy and sadness? How do you celebrate success?
- Think about your rituals and routines (daily, weekly, seasonal, religious, holiday).

### **On the other hand, try to understand the culture and demographics of your ideal client because:**

- it will help you understand your target group and who you are when you communicate
- you will understand their lifestyle, their problems, fears and hopes, as well as what makes them happy and what they strive for (what they long for)
- it allows you to design your communication strategy to build long-term and good relationships that appeal to your ideal users
- you can deliver your message to them more effectively
- knowing cultural differences will help you avoid misunderstandings and noise in communication
- you will know what to expect from them, and you will be able to anticipate their reactions and behavior.

### **As you research the culture of your ideal clients, you may find my checklist for practising empathy helpful:**

1. Pay attention to non-verbal communication. Observe body language and facial expressions. Try to understand how the person feels. Is it scared? Is it worried? Or shy to ask something?
2. Listen carefully. Ask clarifying questions. Observe their communication style and tone.

In your content, repeat what customers said about the product, your company, the team, about the people.

3. Show understanding. Try to put yourself in the customers' shoes. Ask questions politely and respectfully.

Be sure they won't tell you everything they think or everything they want to ask.

4. Think about how they might feel along the way.

Communication must follow their feelings.

5. Show that you are genuinely interested in hearing their needs. Don't talk about your company's offering, and don't sell.

Try to understand and try to help.

6. Use the language of the customer. Try to avoid jargon, technical terms, and professional terms. You will gain trust if you try to speak the same language: verbally and non-verbally. In storytelling, in visual design, and on the packaging.

7. Offer support and help when you think it's important.

8. After you finish the sale, continue communication.

Even if the customer does not need support, a nice communication gesture is to say thank you and ask if they are satisfied.

### **Why is good communication management necessary?**

Many factors influence long-term and good relations between a company and its stakeholders.

One of them is good communication management.

Don't forget to present your existing customers and their culture (jargon, style, habits, aspirations, joys, humor, etc.).

People like to buy from people who are like them. They also like to get products and services that people they want to become are already using.

Good communication management also means you should take care of communication directed towards business partners, vendors and suppliers.

You should separately research and create a communication plan for them.

If your company can choose, it is always better to select business partners, suppliers and vendors whose culture matches yours because your cooperation will be easier and more successful. You will have more time to devote to communication aimed at ideal clients.