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Win the Battle  
for Buyer **Attention**  
with Salesloft

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# Win the Battle for Buyer Attention with Salesloft

How can a world of increased connection create more distance? In B2B marketing and sales, the number of channels to reach buyers has doubled in just five years, but engaging effectively is more challenging than ever. More touchpoints can lead to more opportunities — but they also add complexity.

## Three key challenges tend to stand in the way of effective buyer engagement

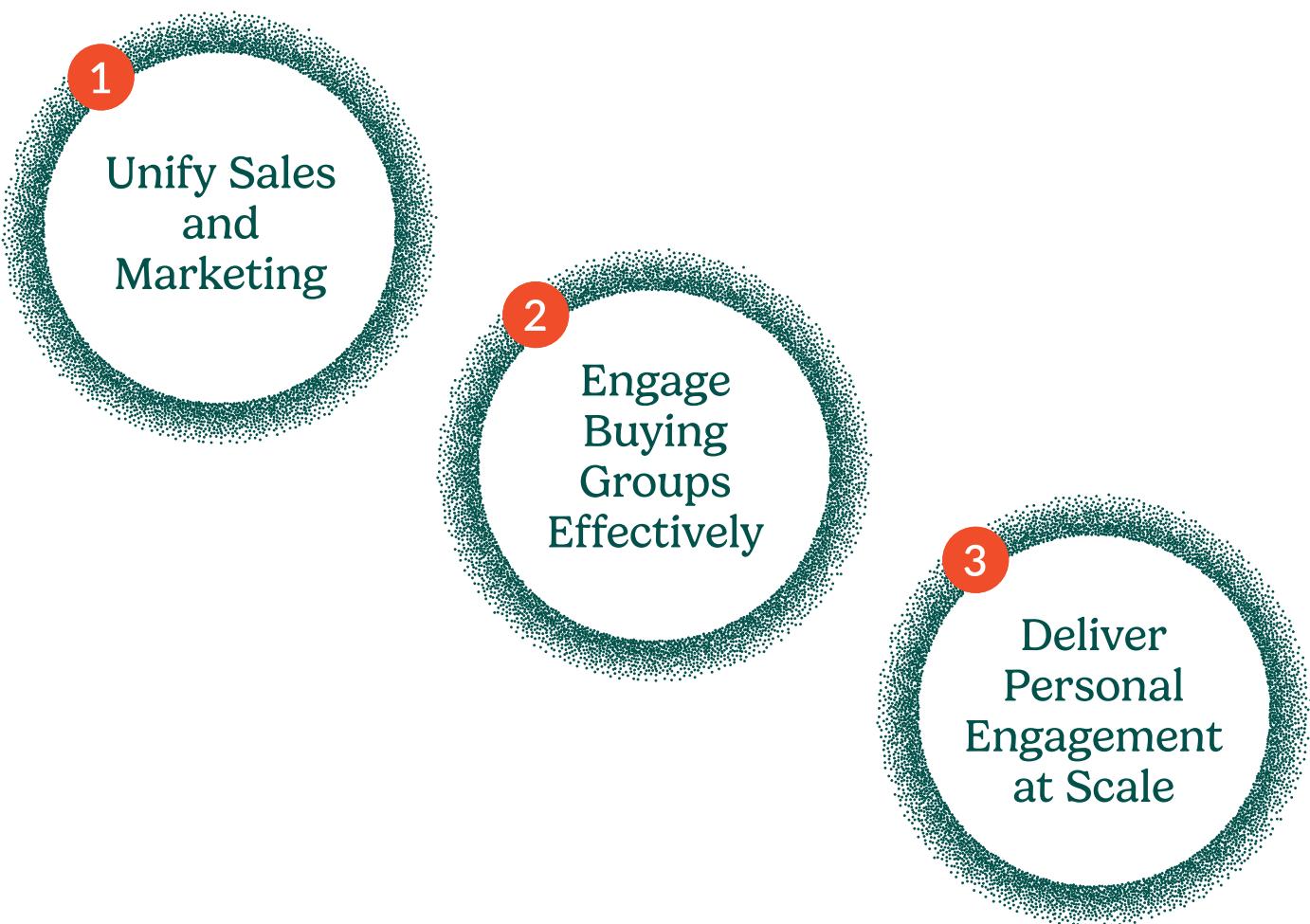
**Lack of go-to-market alignment** leaves sales and marketing teams siloed, slowing revenue growth and creating friction.

**Engaging buying groups becomes harder** as buyers increasingly turn to self-service, causing revenue teams to miss critical signals or misinterpret buyer intent.

**Scaling personal touch feels impossible** when buyer groups communicate across multiple channels. Without real-time feedback, revenue teams struggle to prioritize leads and tailor their messaging.

Salesloft helps Sales and Marketing teams stay aligned. This makes it easier to connect with buyers and respond quickly to their needs. With these tools, you can pick up on important signals, talk to buyers in real time, and improve your chances of closing deals.

In this guide, we'll walk you through how to transform your GTM in three steps:





Step 1:

# Unify Sales and Marketing

“Sales organizations that prioritize alignment with marketing are nearly three times more likely to exceed new customer acquisition targets.”

**Gartner**

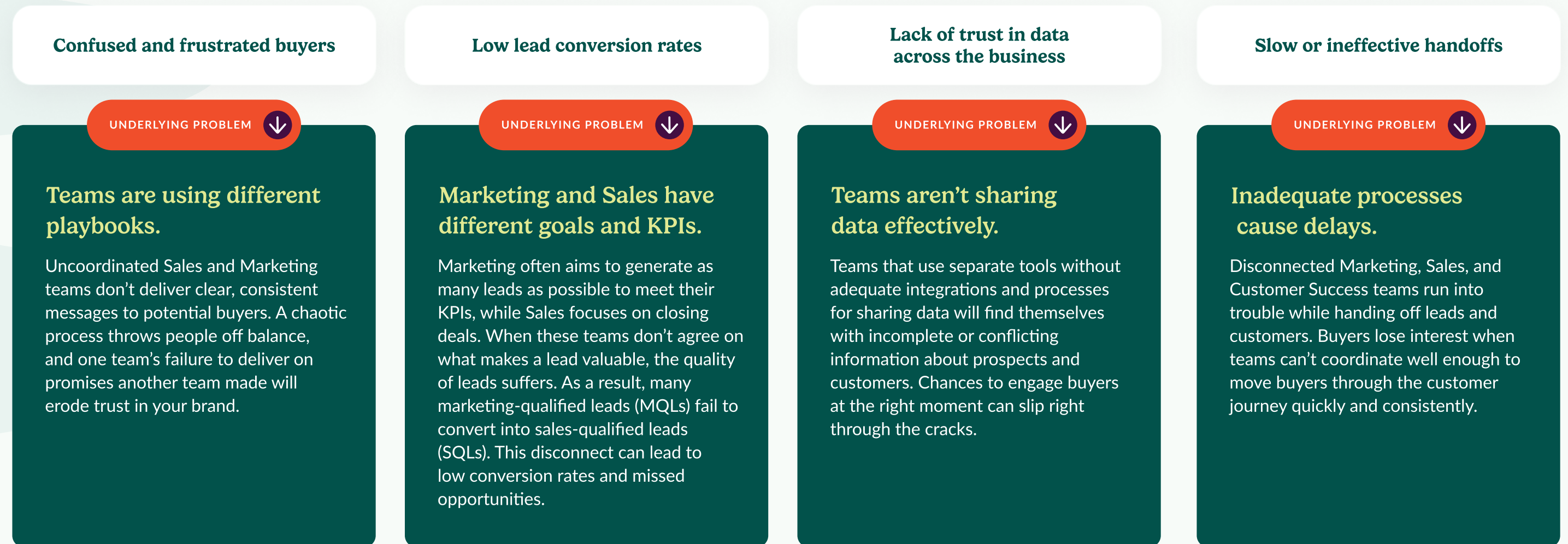




# The Symptoms of Misalignment

When separate teams manage separate communication channels based on different goals, no one in the organization gets a complete picture of buying signals. This leads to fragmented buyer experiences and lost opportunities.

Watch out for symptoms of disjointed Sales and Marketing teams, including:



Salesloft empowers CMOs and CROs to align priorities and focus on shared revenue goals. This collaboration builds a stronger partnership between Marketing and Sales, leading to more effective lead generation and nurturing efforts. With everyone on the same page, teams can work together to drive better results and close more deals.





# It's Time to Move Beyond MQLs

In many organizations, marketers have become so focused on hitting MQL targets that they've lost sight of what really matters: driving revenue outcomes. This often leads to a race for quantity over quality, where capturing contact information takes precedence over understanding buyer needs.

This approach creates friction and slows down the sales pipeline. With nearly 75% of B2B buyers preferring the convenience of online self-service over engaging with sales reps, it's crucial to reduce obstacles wherever possible. (Think about it: Have you ever provided fake information just to get through a form quickly? And what lengths do you go to avoid a sales pitch?)

Let's be honest — relying solely on MQLs isn't working anymore. It's time to focus on genuine engagement that leads to real conversations and conversions.



# Long Live Conversation Qualified Leads (CQLs)

Buyers call the shots now. They explore your website, find what they need, and expect instant, relevant answers—without waiting for a sales pitch. And 80% of their purchasing decisions hinge on those experiences.

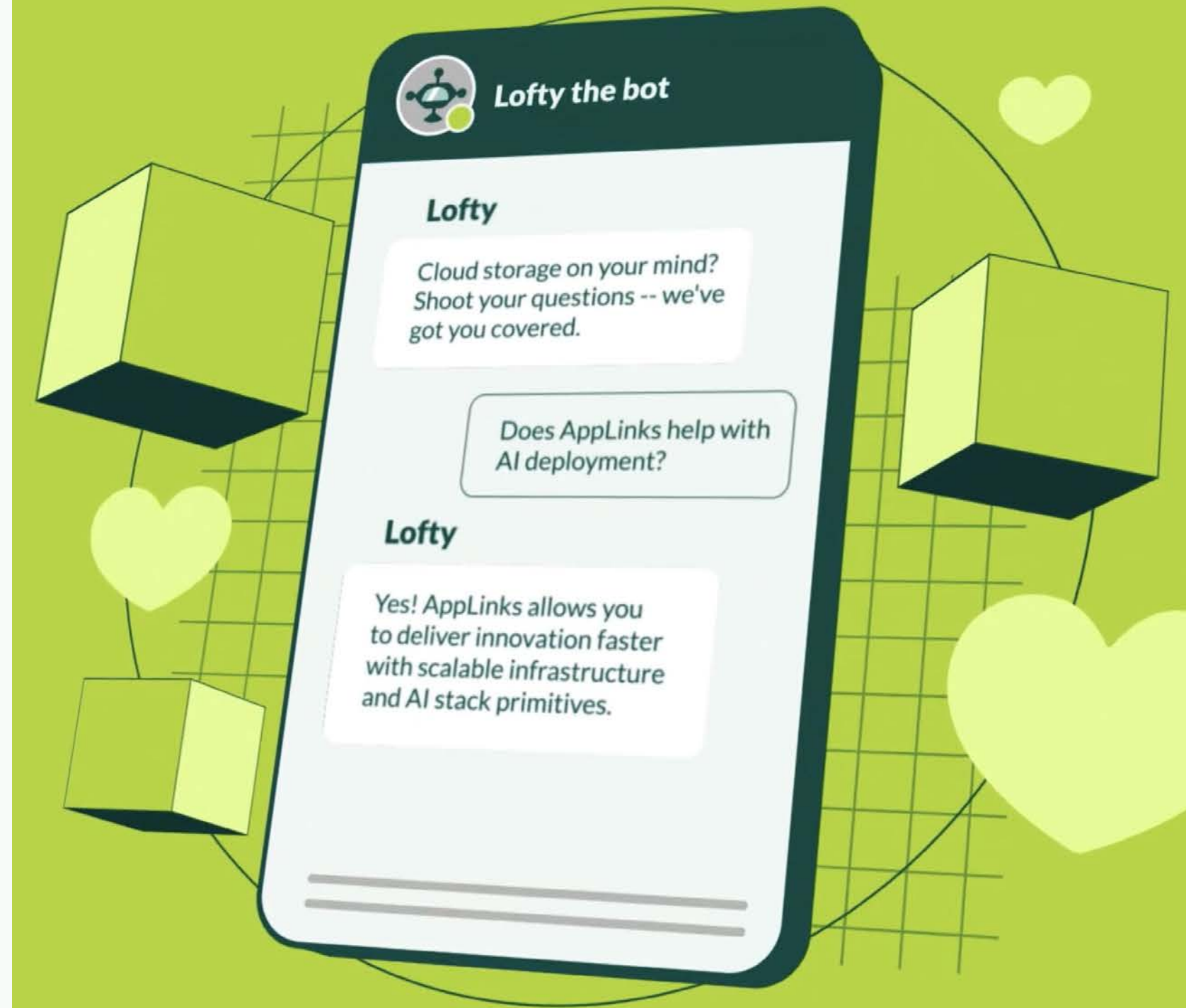
That's where Salesloft's Conversational AI comes in. It's evolved from basic chatbots into Bionic Chatbots that truly listen, understand, and adapt to your site visitors in real-time.

Marketing drives this process, shaping how [Salesloft Drift](#) handles each interaction. When a visitor shows high intent — ready for a direct conversation — Salesloft seamlessly moves them to sales.

For those still exploring, Drift continues to nurture them, ensuring they get the right content until they're ready to talk. It's a streamlined approach that keeps high-potential leads moving forward, while also keeping others engaged until the time is right.

This approach helps create up to [50% more pipeline](#) without the usual hassle, turning curiosity into genuine interest, and ultimately, into action.

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# Emerson Captures Buying Signals with Drift

“We see a high level of intent with Drift leads because we’ve given that customer multiple different avenues to self-serve or branch off towards their intended resource.”



**Brian Fretschel**

Director of Digital Customer  
Experience at Emerson

## RESULTS

80%

chat traffic from  
net new contacts

600+

meetings booked

# How to Build a Unified Lead Follow-up Process with Salesloft's Revenue Orchestration Platform

## Self-research

Buyers explore your website on their own, seeking relevant information. Salesloft Drift's Conversational AI uses marketing content — like resources, brand messaging, and website details — to deliver the answers they need, guiding them based on their interests.



## Engagement with content

As buyers interact, Drift adapts to their readiness. High-intent visitors are directed toward sales, while those still gathering information receive targeted content to keep them engaged.



## Engagement with Sales

Automatically trigger an action for sales to reach out to in-market buyers. They can do this directly in their Salesloft Rhythm workflow using personalized follow-ups based on the buyer's website interactions. **Salesloft's Conductor AI** will then prioritize a rep's leads based on the highest likelihood of conversion. Drift continues to engage those who need more time, ensuring a smooth transition when they are ready to speak with sales.

Step 2:

# Engage Buying Groups Effectively

“The best buying signal you will ever get is the presence of **multiple individuals from the same organization** researching your solutions at the same time.”



**Kerry Cunningham**

VP, Principal Analyst, Forrester





# Today's B2B Buyers are Buying Groups

B2B buying decisions are increasingly made by groups of stakeholders rather than individuals. A revenue operations survey from Forrester found that 94% of organizations sold to groups of three or more individuals, and 38% sold to groups of 10 or more. The size of that group increases as an organization considers more vendors and as the cost of the solution goes up. That also extends the length of the sales cycle.

Given these extended timelines and larger teams, effectively engaging each stakeholder is important to maintain momentum and keep moving deals forward.





# Who's Who in a Typical Buying Group

While buying committees vary in size and composition, you'll often run across members in these categories:

## Champion

An advocate for the purchase who sees the value of the solution. This person uses their internal influence to rally other stakeholders and push to get the deal approved.

## Executive Sponsor

Typically, a high-level executive who supports the purchase and can provide additional influence to move the deal forward. They are a layer above the champion and can help navigate internal obstacles.

## Economic Buyer

A CFO or finance director is generally responsible for approving the financial aspects of the purchase, such as the budget allocation. They ensure the purchase aligns with the company's financial strategy.

## Legal, Procurement, Finance, IT, and Security

These teams handle the negotiation and compliance aspects of the deal. They ensure the price is right, that terms and contracts are in order, and that the product complies with company policies and regulations.

## End Users

These are the people who will be directly using the product or service. It's important to keep them in mind to ensure the solution meets the practical needs of the organization.



Some buying committee members will typically engage openly as key points of contact. Others, such as the economic and legal buyers, tend to stay more anonymous until the final stages of a deal. If you can identify these individuals when they visit your website, you'll be in a better position to anticipate their needs and move the deal forward.

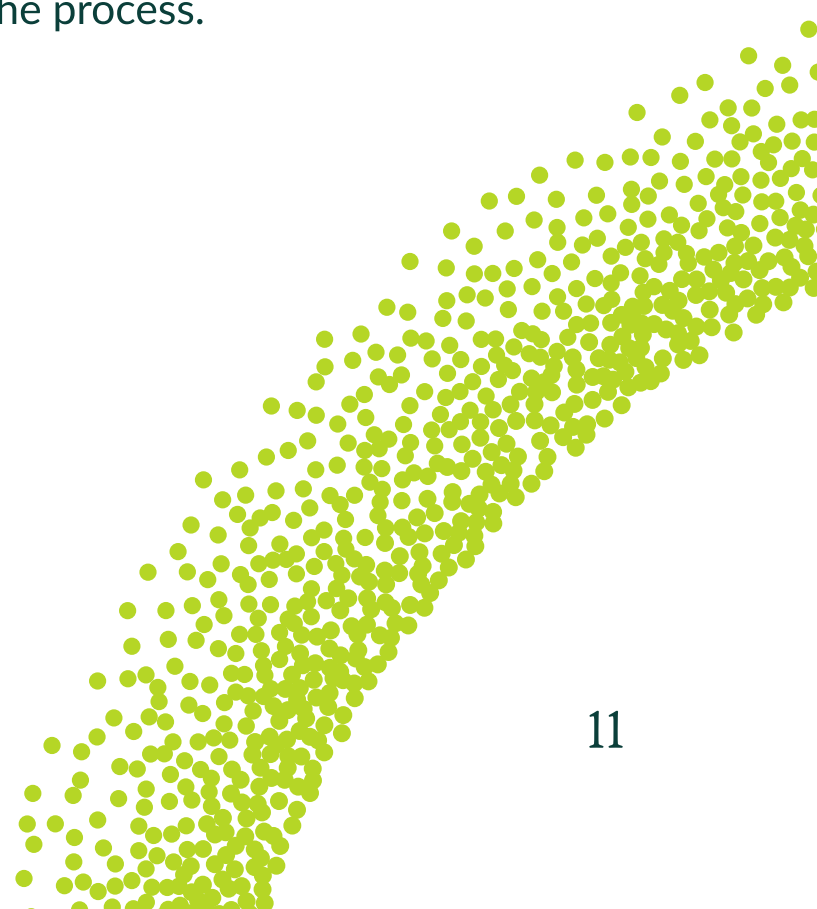


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# Tracking and Serving Individuals in the Buying Group

Each member of a buying committee has their own goals and research process, often progressing through the deal stages at different times.

Drift helps identify when multiple visitors from the same organization are exploring your site, giving Marketing and Sales teams a clearer view of where each person is in their buying journey. Salesloft then helps sellers track key stakeholders, keeping everyone engaged and informed. By understanding each member's stage, you can provide the right content and messaging—whether they're just researching or ready to buy—making it easier to support their needs throughout the process.





# Alteryx Engages Buyers with Drift Chat

"I think that engaging with us over Drift helps buyers let their guard down because they're coming to the chat looking for someone who can be a resource to them, someone who's more of a navigator. That's how I see my role. I'm here to help you get to where you want to be. I'm not going to push something on you. We'll have a conversation, I'll give you the sales roadmap and if you want to go that way, you can."



**Jackson Waddill**

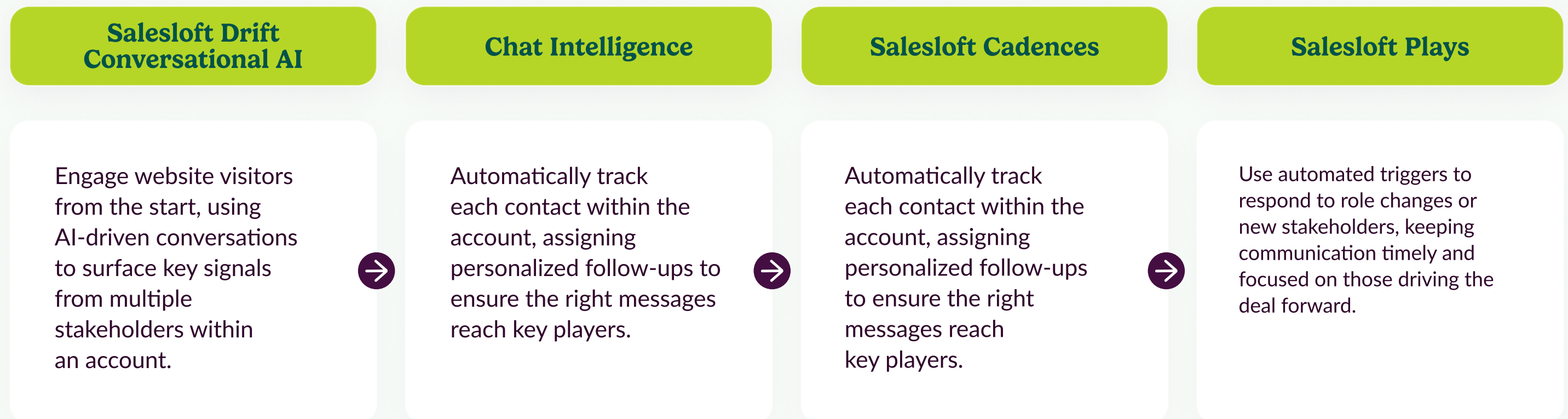
Conversation Development  
Representative

## RESULTS

Prospects  
engage more  
comfortably  
and casually

Drastically  
shorter  
sales cycle

# How to Engage Buying Groups Effectively with Salesloft's Revenue Orchestration Platform



## Step 3:

# Deliver Personal Engagement at Scale

“B2B customers use an average of ten interaction channels in their buying journey (up from five in 2016). But sellers **offering multiple channels isn’t enough**. More than half of our [B2B buying] respondents want a true omnichannel experience, one in which they can interact and buy while switching seamlessly across multiple channels. They are likely to switch suppliers if they don’t have a smooth experience across these many touchpoints.”

**McKinsey**





# Genuine Personalization Spans All Channels

Your future customers aren't sticking to just one way of interacting with your company. They'll engage with you across multiple channels—email, chat, phone, and more. If personalization only happens on one or two of these, it can feel disjointed, and the experience won't resonate.

Consider these two buying experiences:

## COMPANY A

You get emails personalized with your name that are relevant to your job title and industry.

But every time you talk to someone through chat, phone, or email, you have to repeat yourself. It feels like you're starting from scratch with each new interaction.

The reps don't seem to understand your role or confuse you with others on your team.

## COMPANY B

You get emails personalized with your name that are relevant to your job title and industry.

When you connect via chat or phone, the rep knows your previous interactions and can immediately address your current questions without making you repeat yourself.

The company's reps know who's on your buying committee and understand your role on the team.

While delivering personalized experiences across multiple channels can seem challenging, the right tools can make it much more manageable.

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# Scaling Personal Interactions is Easy with Salesloft

Salesloft's Revenue Orchestration Platform helps teams scale personalized engagement without leaning on assumptions.

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## Reducing Friction Across the Buyer Journey

**Sales reduces friction by using insights from digital interactions** when buyers are ready to make a decision. By understanding how buyers engage and who's involved in their choices, sales teams can have helpful conversations that guide buyers toward the next steps.

**Marketing reduces friction for buyers** by using Salesloft and Drift to share personalized content early in their journey. This helps buyers find the information they need when they're exploring their options, making it easier for them to move forward.



# Brandwatch Scales the Personal Touch with Drift Chat

“If a user can come to our site and use Drift to engage in a direct conversation with a Brandwatch rep, that really improves the brand perception and increases the chance of conversion.”



**Thomas Grünberg**

Brandwatch

## RESULTS

**20X**

ROI with Drift

**75%**

increase in engagement  
rate year-over-year with  
Conversational AI

**8.4**

day average  
opportunity  
creation time



WHAT IT LOOKS LIKE IN SALESLOFT

# How to Scale Personal Engagement with Salesloft

Reduce friction for leads by automatically recognizing return visitors and helping them bypass repetitive form-filling for known users.

## Rhythm

Alert reps to high-intent visitors for immediate engagement.



## Coaching

Identify coachable moments and share best practices across the team to continually mentor sellers and improve performance.



# Engage Proactively to Anticipate Your Buyers' Needs

When you mix automation with a personal touch, you connect with buyers at the right moments with messages that actually matter to them. This doesn't just make your conversations more meaningful—it moves deals forward faster and cuts through the usual back-and-forth.

Picture this: A visitor who is already familiar with your brand returns to your site. Salesloft recognizes them, skips the form, and offers exactly what they're looking for. At the same time, the system keeps your team in the loop, so when a rep reaches out, they already know where that buyer is in the journey. No awkward "remind me who you are" moments.

With this setup, you can:

- 1 Meet buyers where they are, whether it's through chat, email, or another channel
- 2 Respond in real time, like jumping into a conversation the moment they show interest
- 3 Keep your messaging consistent so every interaction builds upon the last one

Instead of reacting to what buyers do, you'll be a step ahead, knowing what they need before they even ask. And you won't be doing it alone—Sales and Marketing will finally be in sync, working together to close deals.

**Want to see how it works?**  
**Schedule a demo and**  
**start turning potential**  
**opportunities into**  
**real results.**



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