



Digital
Demand
Center



Ebook

The Digital-First Sales Transformation

The Shift to Digital Demand Generation,
Lead Nurturing and Pre-Sales Automation

B2B Buyers Want to Drive the Sales Process

The modern B2B Buyer wants a frictionless Digital-First sales experience from start to finish.

We Help You Sell the Way Buyers Want to Buy

Digital Demand Center™ is a multi-channel video, content marketing, lead nurturing and digital-first pre-sales automation technology engine that turns your ideal targets and existing leads into well-educated sales opportunities.

The New Realities for Both B2B Buyers and Sellers

B2B sales and marketing is undergoing a fundamental transformation driven by your buyers desire for a frictionless and Digital-First sales experience from awareness through pre-sales education.

This transformation permanently altered what is required for successful B2B Sales and Marketing Operations. In this Ebook we will help you to understand...

- ▶▶▶ What Caused the Digital-First Sales Transformation
- ▶▶▶ How B2B Buyers Want and Expect You Sell
- ▶▶▶ The Critical Need for Digital Content
- ▶▶▶ The Diminished Role of Sales Development Reps (SDRs)
- ▶▶▶ The Increased Role of Sales and Marketing Operations
- ▶▶▶ The Technology Required for Success

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Over the last 7 years we experienced a tidal wave of “screen” driven consumer technology adoptions and business model disruptions

According to Deloitte’s Connectivity & Mobile Trends Survey screen device adoption grew by 2.25X from 2019 to 2021 and the average U.S. Household now has 25 connected devices.

- 78% of all U.S. households have a subscription to a least one video streaming service. And 126 million Americans use YouTube monthly. *(Leichtman Research Group)*
- 90% of New York Times and Wall Street Journal Subscribers are now digital. *(NYT and WSJ)*
- US Monthly Podcast listeners moved from less than 10% to 57% in 5 years. *(Forbes)*
- In the United States there are now 221.6 million Facebook users, 174 million LinkedIn users and 112 million Instagram users. *(Statista)*
- Amazon became the second largest employer in the United States and the 10th largest employer in the world. *(Forbes)*
- 91% of Companies with over 10 employees use a CRM and 88% of Fortune 1000 use at least one Salesforce Cloud Application. *(Bloomberg)*
- 81 percent of small businesses use email and 51% of companies now use some form of Marketing Automation. *(Statista)*



During the pandemic, B2B Enterprise companies invested in these “screen” technologies and launched a Digital-First go-to-market sales process

According to Forrester Research



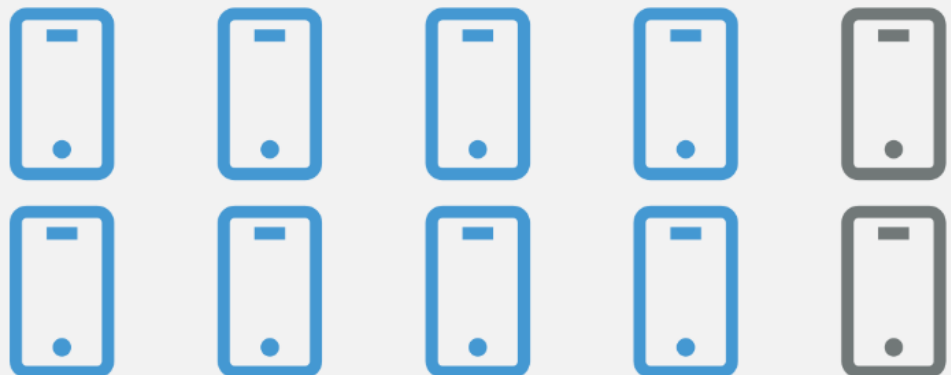
85% of Fortune 2000 B2B Enterprises committed to a Digital-First go-to-market sales process

84% of top-performing enterprise companies now use automated lead nurturing and digital pre-sales education

68% of B2B Enterprises shifted budget and responsibility for generating, developing and pre-qualifying buyers to Marketing Operations

Gartner expects that by 2025 ...

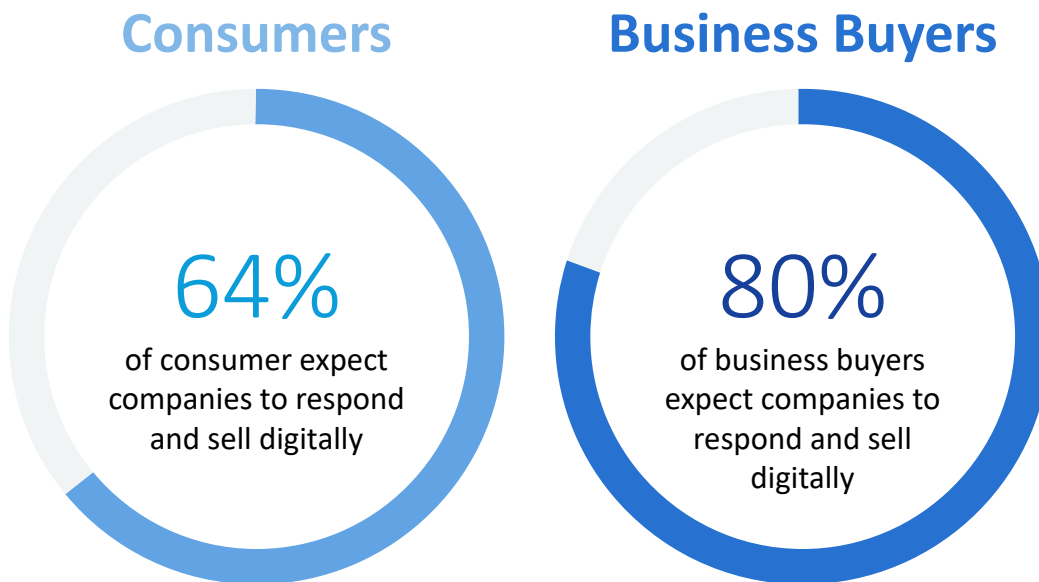
80%



of B2B sales interactions between suppliers and buyers will occur in digital channels

Exiting the pandemic, B2B Buyers now expect a frictionless Digital-First Sales process (eclipsing the digital sales expectations of the B2C Buyer)

According to Salesforce.com



- 95% of B2B Buyers expect content OnDemand. (*IBIS*)
- 80% of B2B Buyers want technology to make it easy to research, compare and buy on their timeline. (*Merkle*)
- 78% of B2B Buyers prefer video over sales reps to learn about solutions/products. (*Hubspot*)
- 82% of B2B Buyers expect and engage content in multiple formats and multiple networks throughout entire sales process. (*Salesforce/Pardot*)



"One thing I love about customers is that they are divinely discontent. Their expectations are never static—they go up... yesterday's 'wow' quickly becomes today's 'ordinary.'"

—Jeff Bezos

New Realities for the Digital B2B Buyer and Seller

The shift to OnDemand digital content coupled with automation technologies changed how all B2B Buyers buy.

It has also permanently changed the requirements for success for all B2B Sellers

This Includes 7 Key Facts About Digital-First Sales

1. Most B2B Buyers/Leads start their digital education months before they are ready to buy.
2. B2B Buyers Want to Delay (and if Possible, Avoid) Engaging with a Sales Rep
3. B2B Buyers expect digital education at every stage of their buying process.
4. B2B Sellers with a digital-first pre-sales and lead nurturing process win more business.
5. B2B Buyers overwhelmingly prefer video.
6. The B2B Buyer's desire for digital-first sales and multi-channel pre-sales automation is accelerating.
7. The Digital-First Sales transformation will be permanent.

#1 Most B2B Buyers/Leads Start Their Digital Education Months Before They Are Ready to Buy

Lead gen and awareness campaigns are no longer enough. Awareness is just the start of the buyer's journey. Most buyers are not ready to buy when they start their research; they are simply trying to figure out how to solve a problem.

Over 80% of Buyers Start Their Journey Trying to Figure Out How to Solve a Problem

81% of people make purchasing decisions to solve problems. 19% make decisions to gain something. *(Impact Communications)*

Less Than 25% of Inbound Form Fills are Ready to Buy

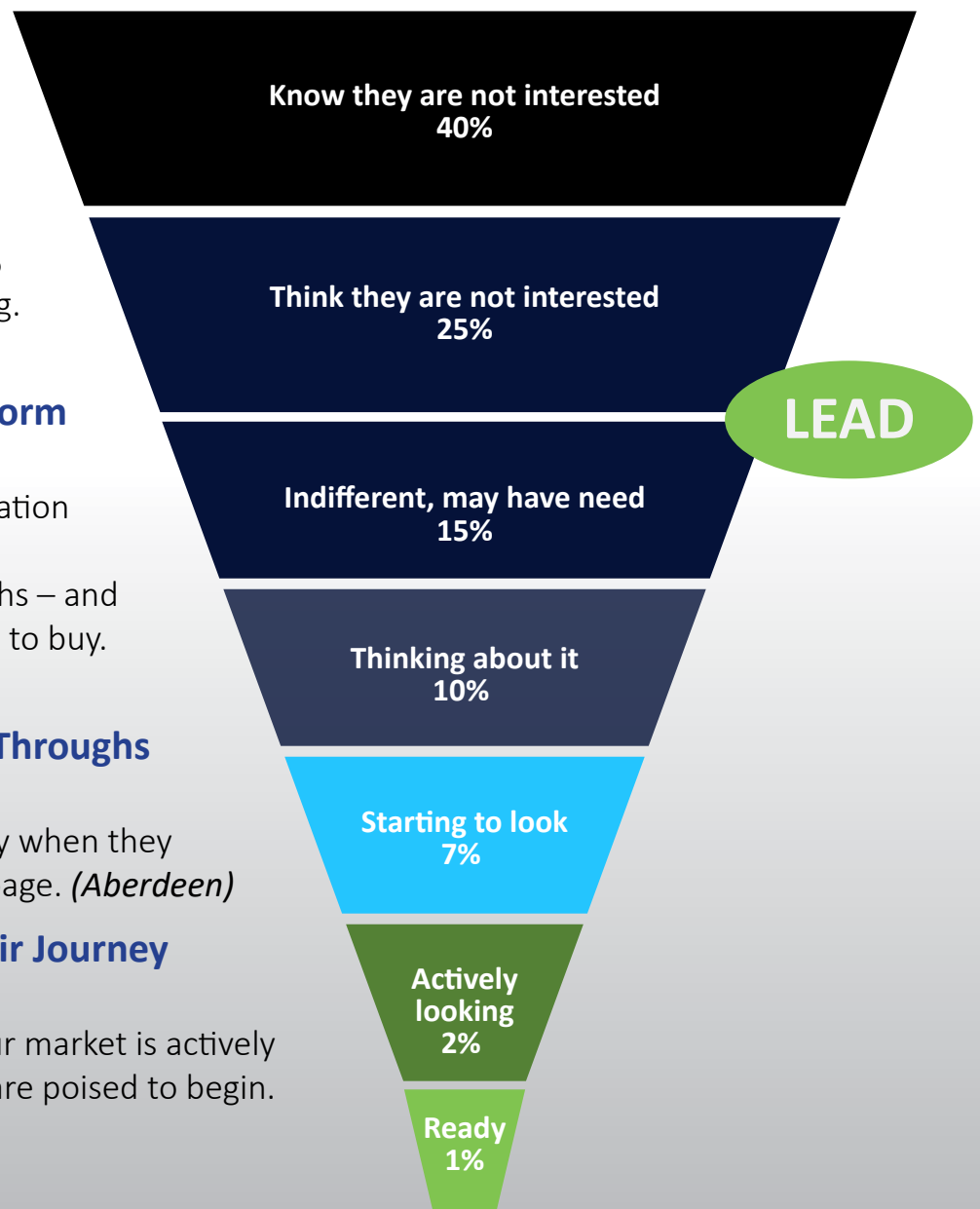
78% of buyers requesting information on your company today will not purchase for at least 3 to 6 months – and 28% will take 12 or more months to buy. *(Sirius Decisions)*

Less than 5% of Email Click Throughs are Ready to Buy

96% of leads are not ready to buy when they first hit your website or landing page. *(Aberdeen)*

Only 3% of Buyers Start Their Journey Ready to Buy

At any given time, only 3% of your market is actively buying. 56% are not ready, 40% are poised to begin. *(Vorsight)*



LEAD

#2 B2B Buyers Want to Delay (and if Possible, Avoid) Engaging with a Sales Rep

With the growth of multiple content distribution channels, the lower cost of video, and the ability to access content on demand, most buyers prefer digital education before they engage with a sales rep.

80% of Buyers want to avoid Sales Reps until they have done their pre-sales research

80% of Buyers Want to Delay Dealing with Sales Reps until they have completed initial research and are ready to shortlist for a decision. *(Marketing Sherpa)*

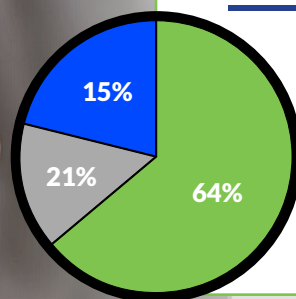
62% of Buyers Will Try to Make a Decision Digitally if Possible

62% of buyers say they try to make a business decision based on online content alone. *(Content Marketing Institute)*

33% to 44% of Buyers Want to Avoid Sales Completely

33% of all buyers desire a seller-free sales experience. This moves to 44% for Millennials. *(Merkle B2B)*

Are you (B2B Buyer) more or less dependent on salespeople as part of your decision process when learning about new products and solutions?



- Less Dependent
- More Dependent
- No Change

source: Forester

#3 B2B Buyers Expect Digital Education at Every Stage of Their Buying Process

Buyers now expect you to make their pre-sales education process easy so they understand how your solution solves their problems.

84% of Buyers Want to First Learn About New Solutions in Digital Channels First

64% of B2B buyers prefer to learn about new solutions by email with introductory digital education. 20% prefer Social Media. Cold calling is less than 10%. *(Marketing Sherpa)*

74% of Buyers Expect You to Make it Easy for Them to Buy Digitally

74% of business buyers conduct more than half of their research and solution education online before agreeing to meet with a sales rep. *(Forrester)*

Most Buyers Won't Engage with a Sales Rep Until They Have Consumed Your Content

Your typical buyer consumes 6-12 pieces of content prior to engaging with a sales rep. *(Forrester)*



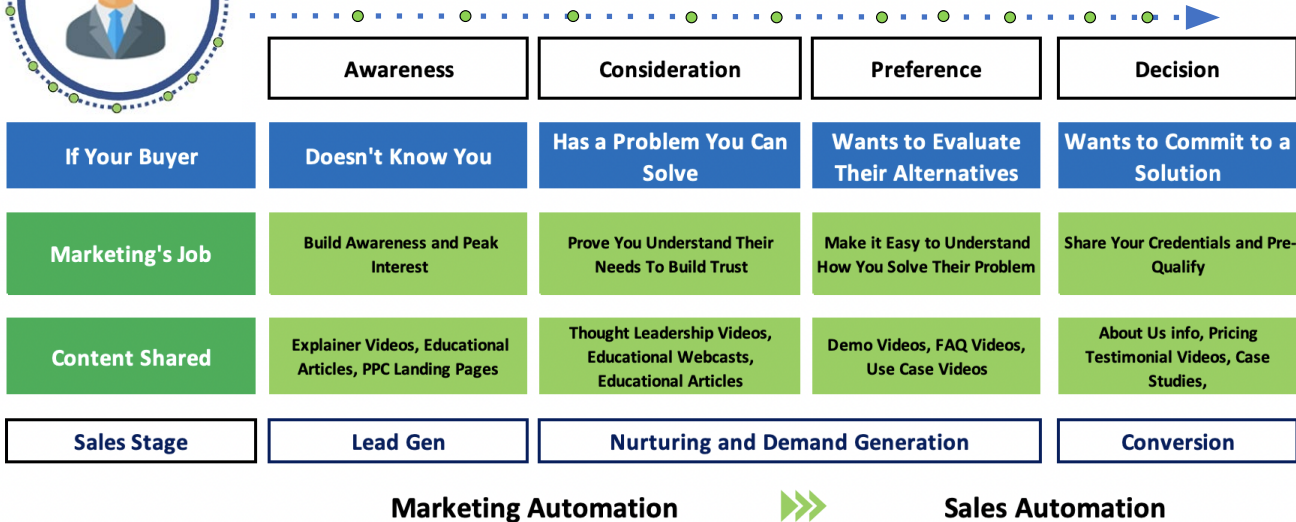
#4 B2B Sellers with a Digital-First Pre-Sales and Lead Nurturing Process Win More Business



95% of buyers chose a solution provider that, “...Provided them with ample content to help navigate through each stage of the buying process.” *(DemandGen Report)*



Digital Content and Sales Automation Workflow to Develop Well Educated Buyers



451%
More Sales Opportunities

Businesses that implement a content workflow and use marketing automation to nurture prospects experience a 451% increase in qualified leads in 9 to 18 months. *(ANNUITAS Group)*

2X
Closed Deals

You are 2X as likely to win business over your competitor if you provide a substantive digital education experience for your prospects throughout their buying process. *(McKinsey)*

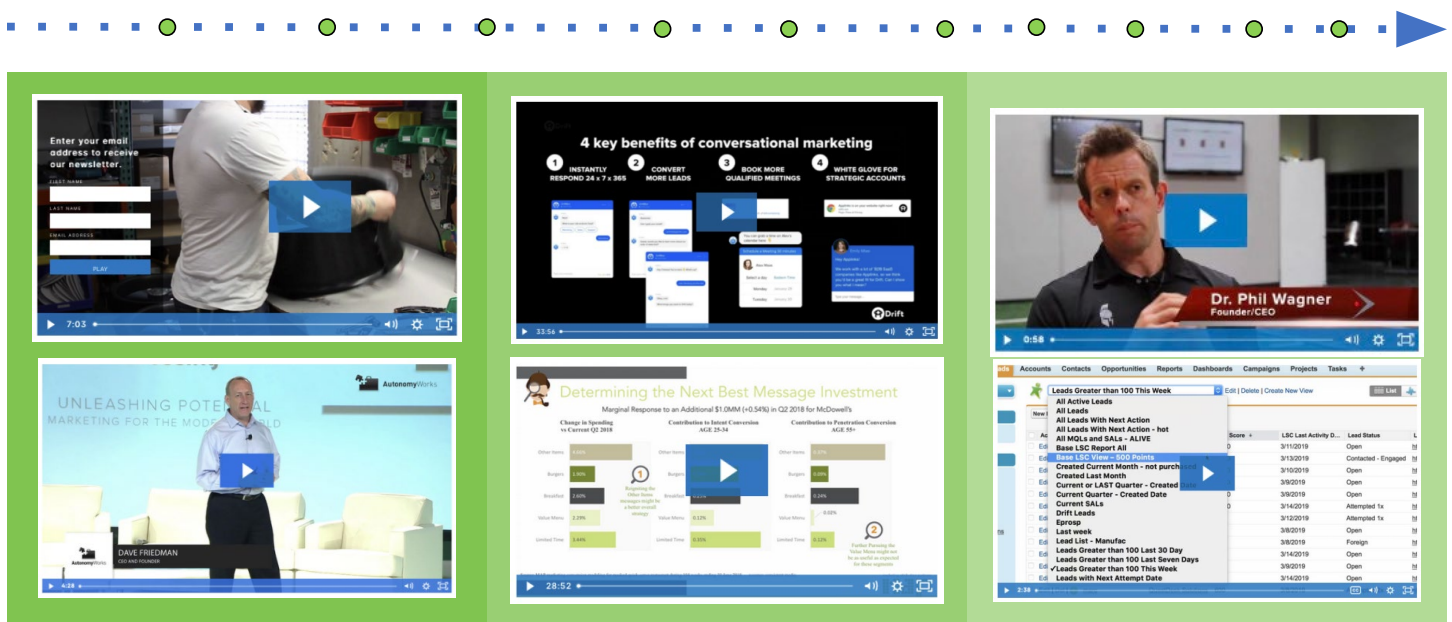
#5 B2B Buyers Overwhelmingly Prefer Video

Video downloads increased by 380% in 2020 (*Wisitia*). And where both video and text are available on the same page, 72% of people would rather use video to learn about a product or service. (*Hubspot*)

Awareness

Consideration

Decision



Video Drives More Awareness and Early Stage Engagement

Video posts have the highest engagement in Social Media (*AdWeek*) and using video in the email subject line boosts open rates by 19% and increase click through rates by 65%. (*Pardot*)

Pre-Sales Video Education Creates Demand for Solutions

91% of buyers believe that the pandemic made video even more important for understanding the specific value of a brand and product (*McKinsey*) and educational webcast attendance increased by 330% during the pandemic. (*On24*)

Video Predicts Conversions

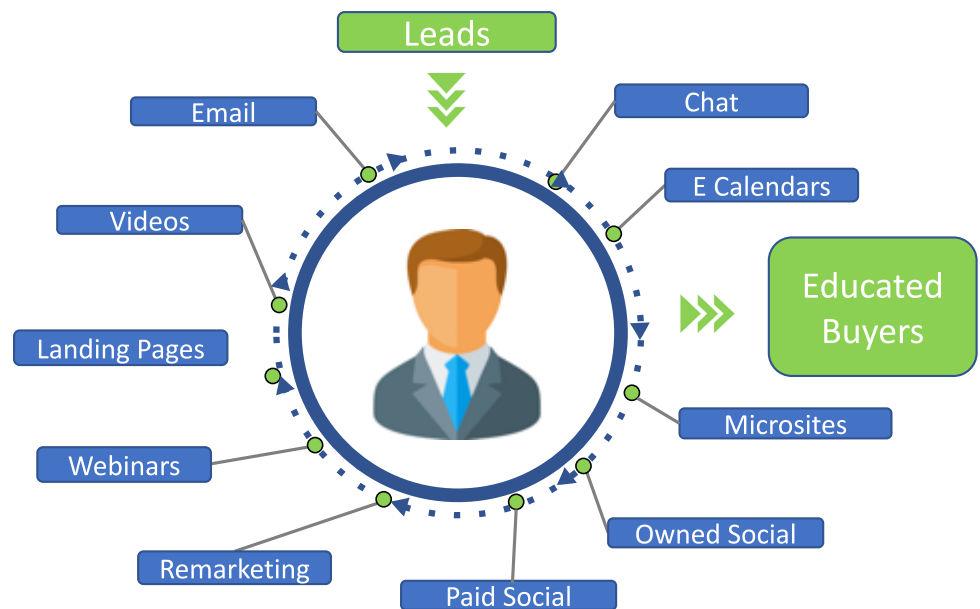
20% to 40% of buyers that view webcasts convert into sales opportunities (*On24*) and most buyers are ready for sales after watching 3 to 5 videos. (*Aberdeen*)

#6 The B2B Buyer's Desire for Digital-First Sales and Multi-Channel Pre-Sales Automation is Accelerating

Multi-channel digital education is quickly replacing the traditional role of the cold caller and the sales development rep (SDR).

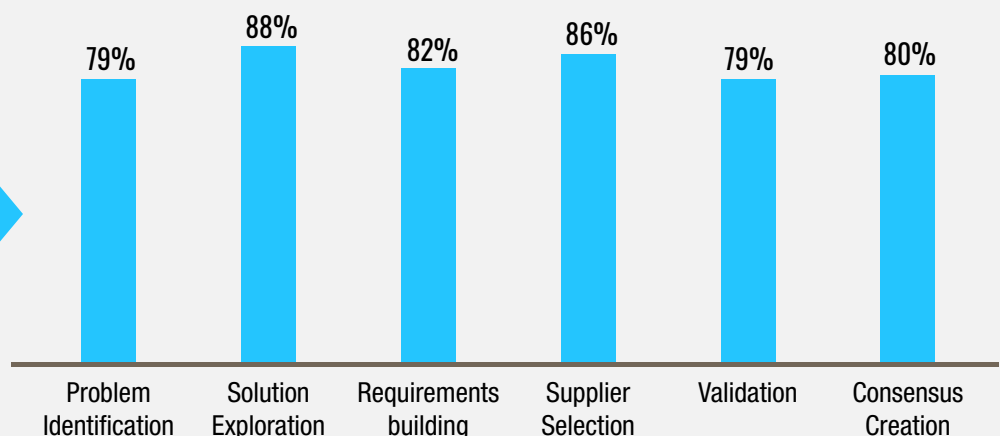
By 2025, 80% of B2B sales interactions between sellers and buyers will occur in digital channels.

(Gartner's Future of Sales research)



Where do you expect a seller to provide content to support their sales process and your purchase decision?
(Gartner's B2B Buying Survey)

Seller's Website



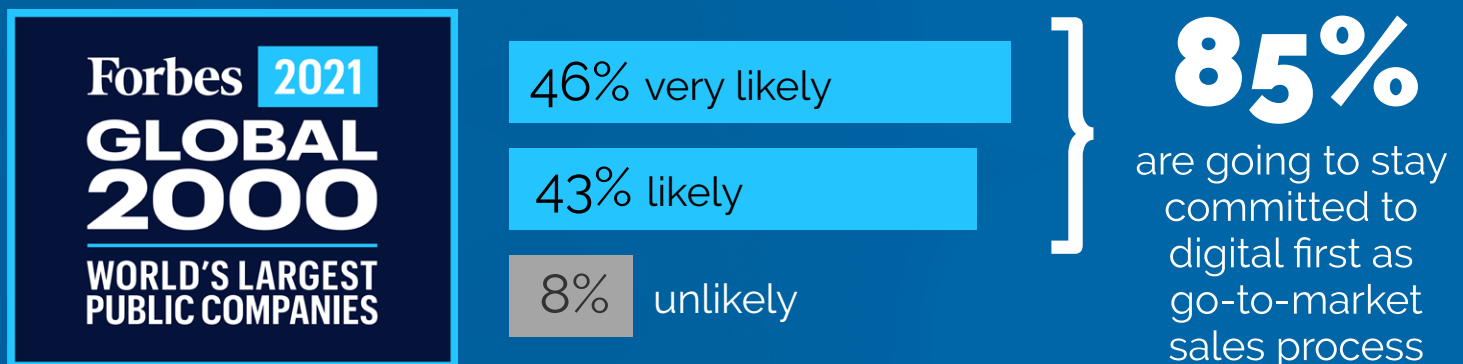
#7 The Digital-First Sales Transformation Will Be Permanent

The majority of enterprise companies are now committed to a Digital-First sales process from lead gen to conversion. According to Statista, US digital spending is forecasted to increase to \$129B by 2024.

Gartner's Future of Sales research

Because It Works

In a recent McKinsey survey on the “Future of Sales” nearly nine in ten enterprise companies confirmed the new Digital-First go-to-market sales practices accelerated by the pandemic will be a fixture throughout 2023 and beyond.



75% Now Lead with **Digital First**



How effective is “Digital-First” in reaching, developing and acquiring new customers?

The Challenge and Opportunity for All of Us

“B2B marketing leaders must transform their organizations—and quickly—from their traditional role of brand stewards and lead-generation machines to become sales supporters and the architect of digital engagement across the entire sales lifecycle with digital education and nurturing.”

Liz Wizdo, Forrester, “A Guide to Surviving and Thriving in the B2B Marketing Renaissance”

The Mission for Marketing and Sales Operations

We need to make it easier, convenient and frictionless for the Buyer to Buy



Because When the Buyer Wins, We Win!

The Additional Challenges for Small & Mid-Market Businesses (SMBs) to Achieve This Mission

With limited resources and bandwidth, most SMBs can't keep up with this shift to pre-sales automation. Most are running basic lead gen campaigns, but little else. They struggle to drive sustained demand and well-educated buyers. As a result, SMBs find:

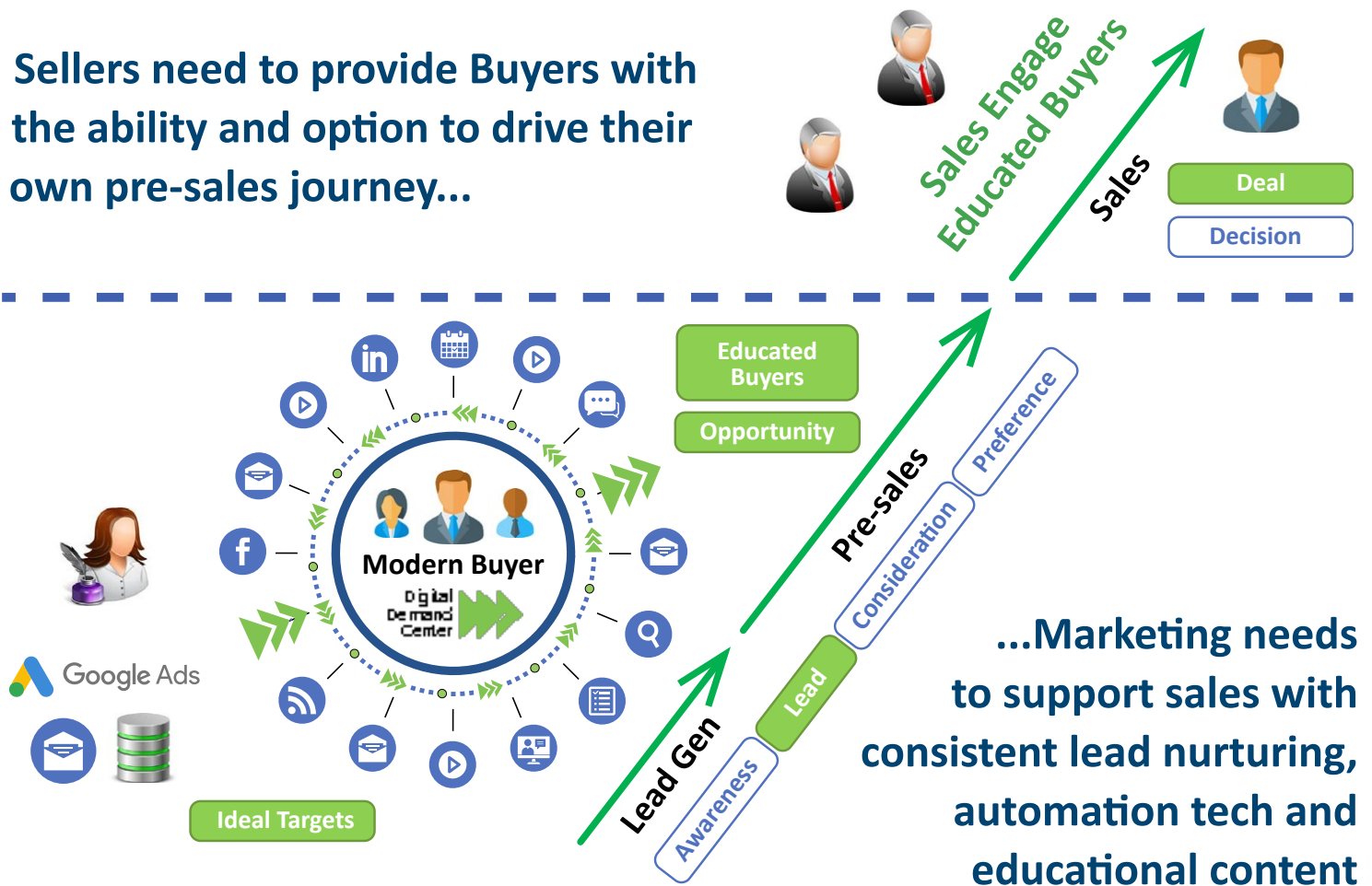
- More untargeted leads are not producing enough real sales opportunities.
- They struggle to craft a targeted lead gen, lead nurturing and pre-sales automation strategy.
- They can't keep up with the technical innovations required for digital-first sales.
- They lack the talent to consistently produce quality content.
- They lack an experienced sales and marketing operations team to support the technology.
- They struggle to sustain the execution of consistent multi-channel campaigns.
- They struggle to access and analyze data to make smarter decisions, improve results and understand ROI.



The Goal for All B2B Sellers

The goal is to replace many of the top of funnel and middle of the funnel pre-sales education tasks of the Sales Development Rep (SDR) with digital content and automation technologies to create a frictionless process for the Buyer. This process fills your customer's inboxes and social feeds with substantive pre-sales education at every stage their Buyer's Journey.

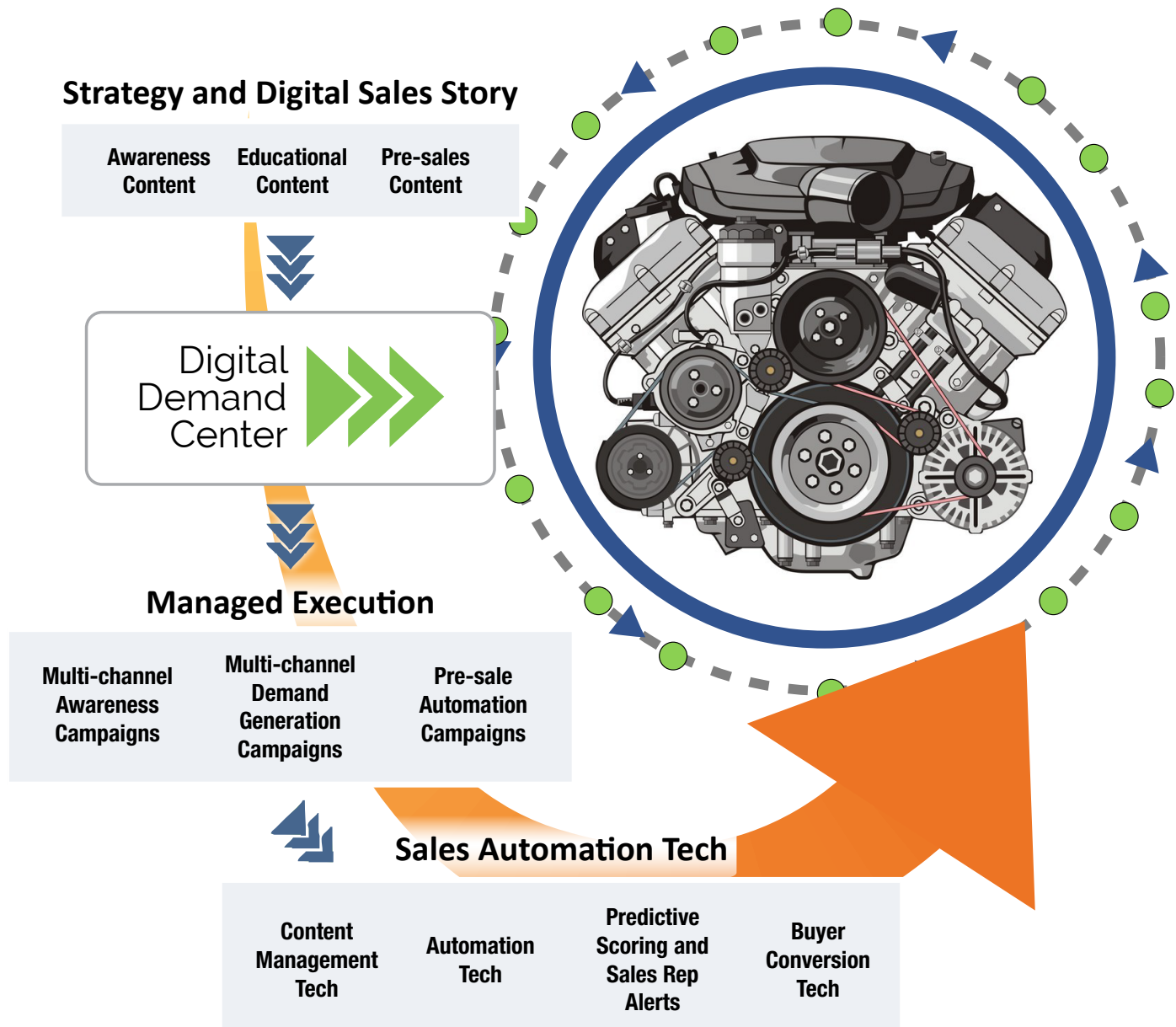
Sellers need to provide Buyers with the ability and option to drive their own pre-sales journey...



How Does a B2B Seller Immediately Transform their Sales and Marketing Operations to Win More Business?

The Digital Demand Center™ Solution

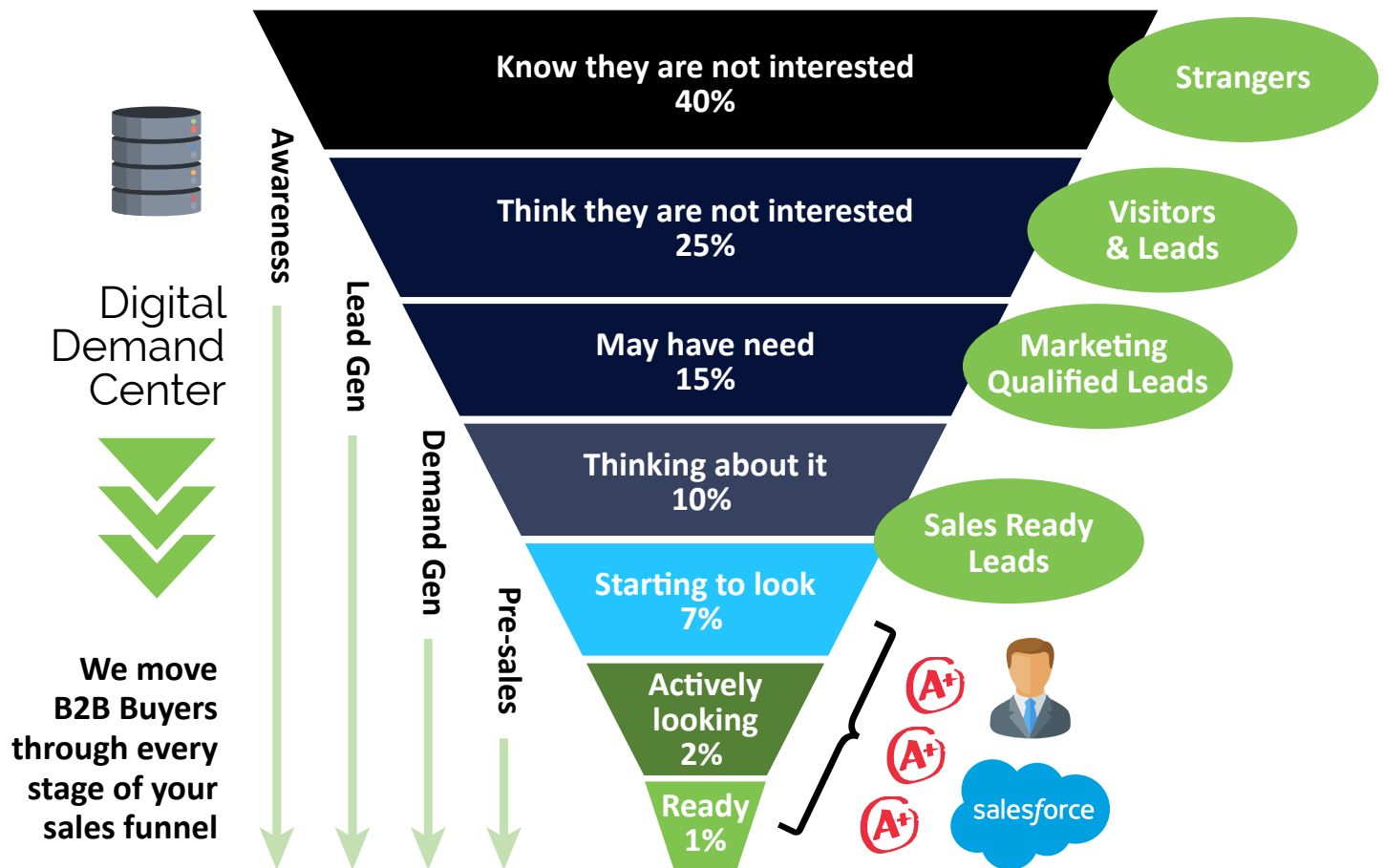
Digital Demand Center™ (DDC™) is a cost-effective and customized turnkey solution that meets all the digital education needs of both the buyer and the seller in this new Digital-First sales environment.



Digital Demand Center™ is a targeted marketing and sales automation technology engine. DDC™ is supported by cost-effective marketing managed services that instantly transforms your B2B marketing organization into a sales engagement and demand generation engine.

The Objective of Digital Demand Center™

Digital Demand Center™ is a targeted marketing and sales automation technology engine. DDC™ is supported by cost-effective marketing managed services that instantly transforms your B2B marketing organization into a sales engagement and demand generation engine.

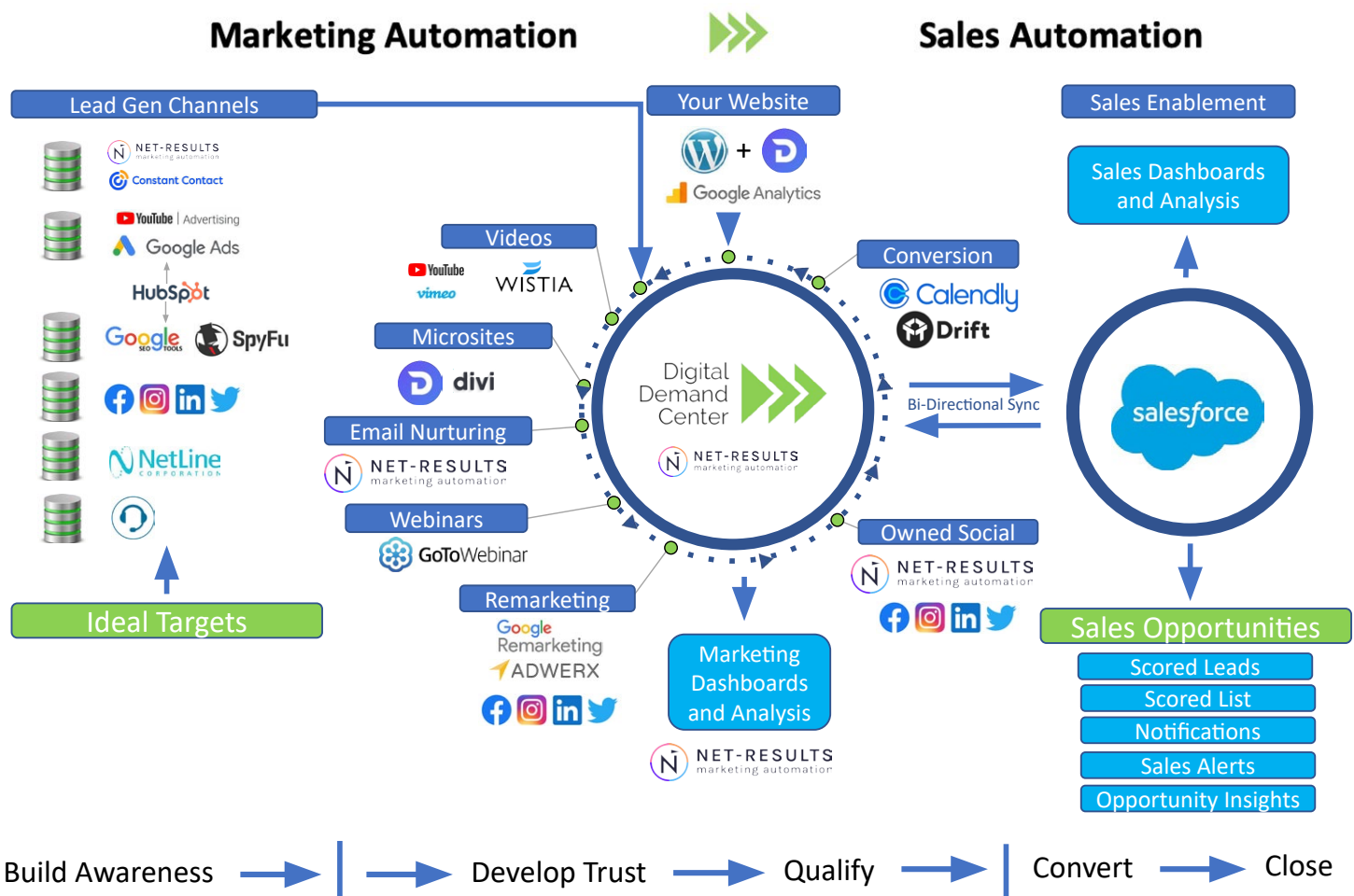


DDC™ leverages content and to move buyers from awareness, through their pre-sales education to create well-educated and pre-qualified leads. DDC™:

- Creates awareness with targeted lead gen campaigns.
- Generates interest and increases demand with sustained nurturing campaigns.
- Helps buyers evaluate your solution and qualify you as the right fit for their needs with sales automation workflows.
- Encourages conversions with self-serve technologies and simultaneously tracks and score the buyers interest with technology to prioritize leads in your CRM.

The Purpose of Digital Demand Center™

We use awareness and sustained lead nurturing campaigns, automation technology and pre-sales content marketing to replace many of the functions historically executed by a Sales Development Rep. You sell to your buyers the way they want to buy and this Digital-First pre-sales process simultaneously lowers your cost of sales.



Digital Demand Center™ is much more than a lead gen engine. We apply Digital-First marketing and automation to your entire pre-sales process to nurture, educate and pre-qualify buyers so you sell more at a lower cost.

The Goal of Digital Demand Center™

Deliver a consistent flow of educated buyers to your sales team directly to your CRM for final qualification and closing.

Predictive Digital Engagement Score				Most Recent Digital Engagement			
First Name	Title	Net-Results Lead Score	Net-Results Most Recent Visit	↓			
Nick	President	7,358	10/11/2021, 2:17 PM				
Charles	Owner	950	10/11/2021, 9:40 AM				
Josh	Owner	1,100	10/7/2021, 1:38 PM				

Increase Sales Bandwidth and Focus with Lead Scoring

Clear and simple prioritized lists with Predictive Scores in your CRM that track a buyer's engagement with your content, so your Sales Reps focus their outbound calling and LinkedIn efforts on buyers most likely to buy.

Total access to the entire Digital-First pre-sales conversation so your reps understand the buyer's level of pre-sales education.

The screenshot shows a lead engagement dashboard with the following callouts and data:

- Recent Engagement:** Points to the top summary section.
- Pre-sales Engagement:** Points to the 'Activity Stream' tab.
- Awareness Source:** Points to the 'Original Traffic Source' field.
- Predictive Page Engagement:** Points to the 'Website Visit: 2 Page Views' section.
- Predictive Video Engagement:** Points to the video engagement section.
- Nurturing Data:** Points to the 'Sync This Lead' button.
- Video Engagement:** Points to the video engagement section.

Key data points from the dashboard:

- Visits in the last 30 days: 12
- Total Page views in the past 30 days: 27
- Most Recent Traffic Source: Direct Access
- Original Traffic Source: Campaign: PPP Announcement Email: PPP Announcement
- Most recent visit: October 26th, 2021 at 10:24 AM
- Date first tracked: November 23rd, 2020 at 12:16 PM
- Engagement Summary: Activity Stream, Lead Score, Unsubscribe, List Membership, Subscriptions
- Website Visit: 2 Page Views, UTM: No UTM info is available for this visit
- Activity Stream:
 - 06:44:28 pm /pest-control-industry-cost-study/ (0:10, 10/11/2021 6:44 PM)
 - 06:44:38 pm /profitability/ (n/a)
 - Watched 100% of Video named "PCO Bookkeepers' Custom Dashboards Overview" on page: https://www.pcobookkeepers.com/pco-bookkeepers-monthly-dashboard-demo-video/ (10/11/2021 1:45 PM)
 - Watched 50% of Video named "PCO Bookkeepers' Custom Dashboards Overview" on page: https://www.pcobookkeepers.com/pco-bookkeepers-monthly-dashboard-demo-video/ (10/11/2021 1:40 PM)
 - Watched 25% of Video named "PCO Bookkeepers' Custom Dashboards Overview" on page: https://www.pcobookkeepers.com/pco-bookkeepers-monthly-dashboard-demo-video/ (10/11/2021 1:38 PM)

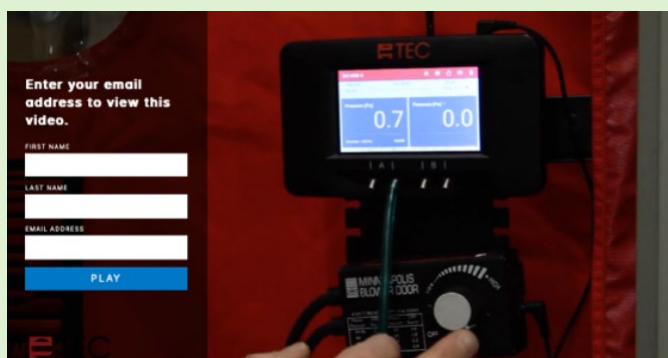
Increase Sales Productivity and Effectiveness

Ability for your reps to drill into specific content engagement to help them start to understand a buyer's needs and areas of interest.

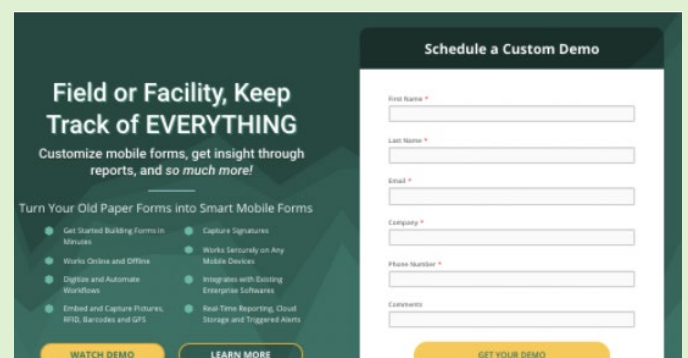
Additional Sales Automation Tech Goals of DDC™

DDC™ uses marketing tech and automation tools to make it easy for buyers to start conversations and/or connect with directly with sales when they are ready to buy.

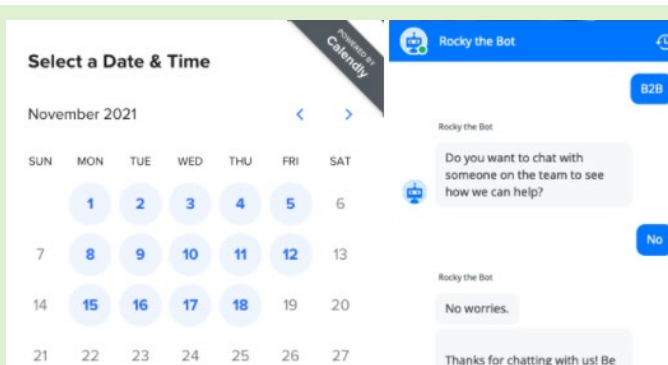
Turning Buyer Engagement into Sales Enablement



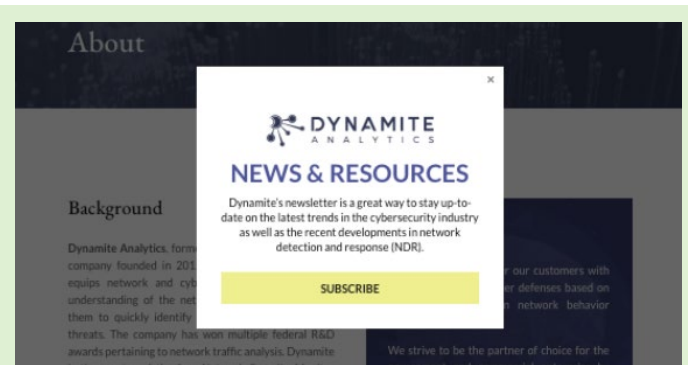
Gated videos with call to actions or embedded forms.



Customized landing pages for specific verticals, decision makers, campaigns and solutions with video embeds forms and direct rep scheduling.



Automated chats and/or calendaring tools to schedule meetings directly with reps and/or push towards specific content and pre-qualify for needs.

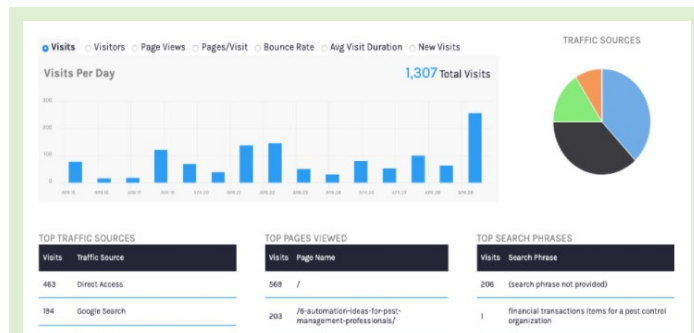


Pop-Ups to capture inbound leads and encourage deeper engagement.

Data Goals of Digital Demand Center™

DDC™ leverages data to improve campaigns, messaging decisions, buyer engagement and marketing investments. Digital Demand Center™ includes, real-time dashboards, automated reporting, bi-monthly analysis and quarterly strategy sessions.

Turning Data into Clear Metrics, Benchmarks and Insights You Can Action.



Email Performance, Conversions and Traffic

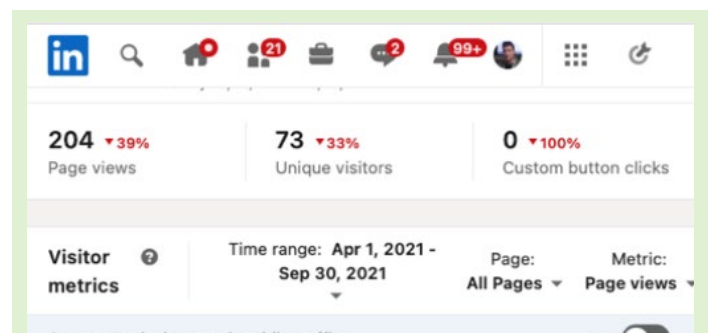


Competitive Comparisons

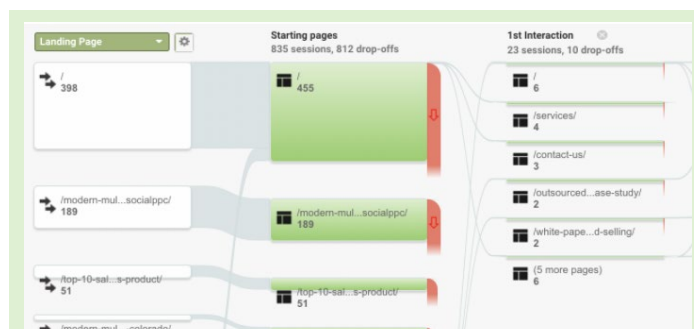
Constantly Optimize and Improve Your Marketing and Messages



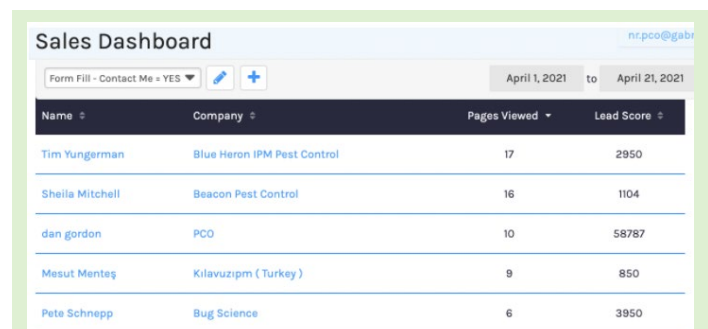
Video



LinkedIn



Sales Automation Content Workflows



Sales Conversion Points

How It Works

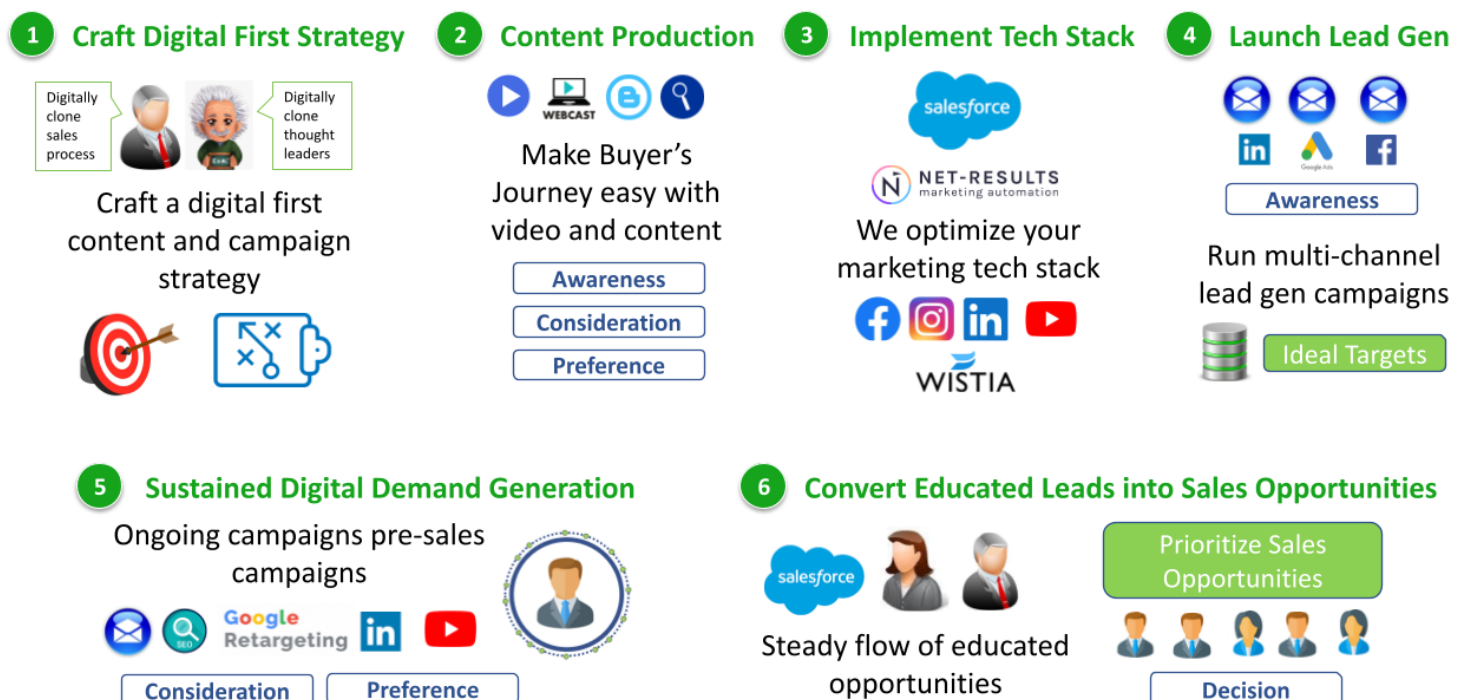
Digital Demand Center™ is a prescriptive, fully managed and proven digital marketing, lead nurturing and pre-sales automation engine that scores, develops and prioritizes leads for your Sales Development Reps directly in your CRM.

First we build your engine for a one time fee:

1. Target market database strategy (and acquisition if required)
2. Content and sales automation strategy
3. Content production if required
4. Implement a proven marketing tech stack optimized specifically for B2B marketing

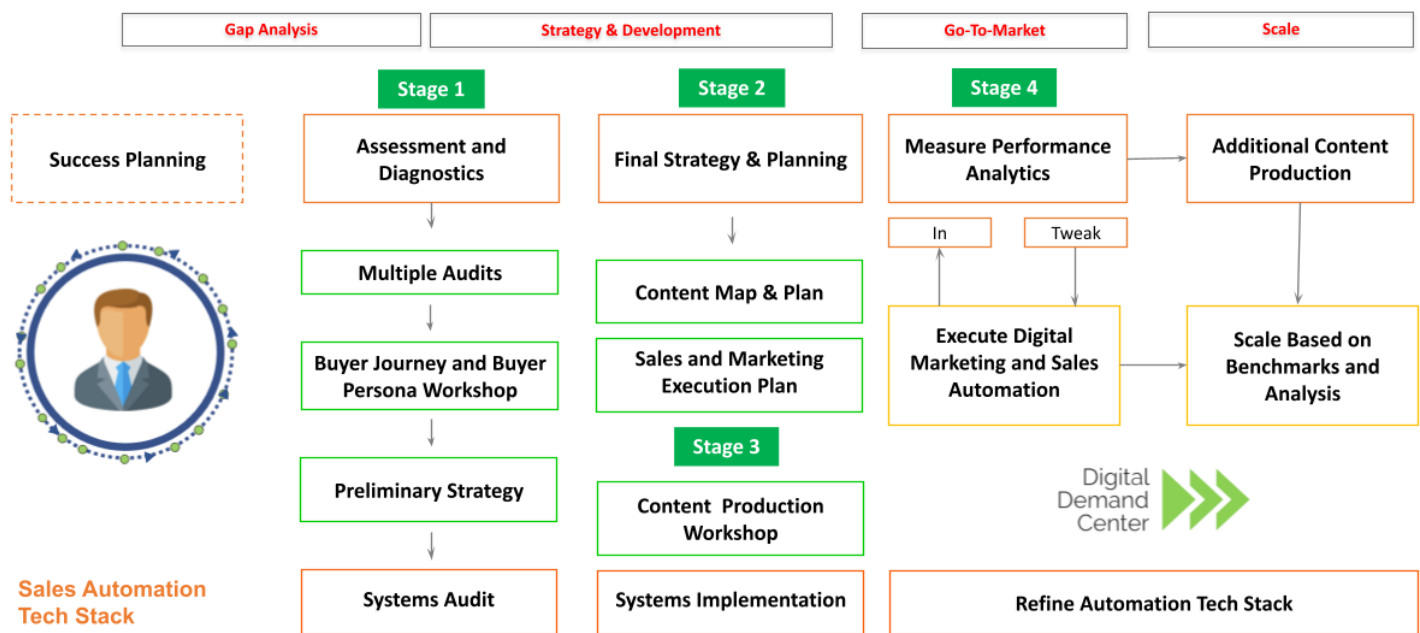
DDC is delivered as a monthly managed service that includes:

1. Consistent digital content production/distribution/management with a focus on video
2. Multi-channel awareness campaign execution
3. Multi-channel demand generation campaign execution
4. Sales automation content workflows and pre-sales educational campaigns
5. Automated real time prioritized leads and insights pushed directly into your CRM
6. Automated triggers and notifications emailed to your reps
7. Bi-weekly reporting/analysis and quarterly strategy sessions for ongoing optimization
8. Quarterly strategy meetings



A Proven & Tested Digital-First Go-To-Market Strategy

Our blended team of proven Senior Sales Executives, Sales Operations and Marketing Operations Experts, Automation Technology Specialists and Video Producers can help you tell a powerful sales story. Your go-to-market strategy is designed to create a frictionless process for your buyer and to scale the demand for your solution.



Our comprehensive marketing and sales operations expertise and tested innovations allow us to craft a strategy that impacts every stage of your sales funnel:

- Target your ideal customer profile with proven social, outbound and inbound tactics
- The appropriate marketing tech to scales results
- Best in class CRM integration/optimization to hit your targets
- Powerful pre-sales education and sales automation content strategies and workflows
- Best practices for lead generation, demand generation and sales automation campaigns
- Best practice lead scoring and opportunity conversions
- Benchmarks with analysis and insights for continuous improvement and increased ROI

Impactful Content Production

We fill the gaps in your Digital-First lead gen and automated pre-sales process with substantive content to make it easier for your buyers to buy.



We Can Produce, Direct and Edit Video for Any Channel

Our Team has over 20 years of experience helping companies tell powerful and substantive stories, with deep specialization in video and educational content.

What Makes Digital Demand Center™ Unique

We provide everything you need to make your Digital-First transformation easy. We create a frictionless process your buyers will love.



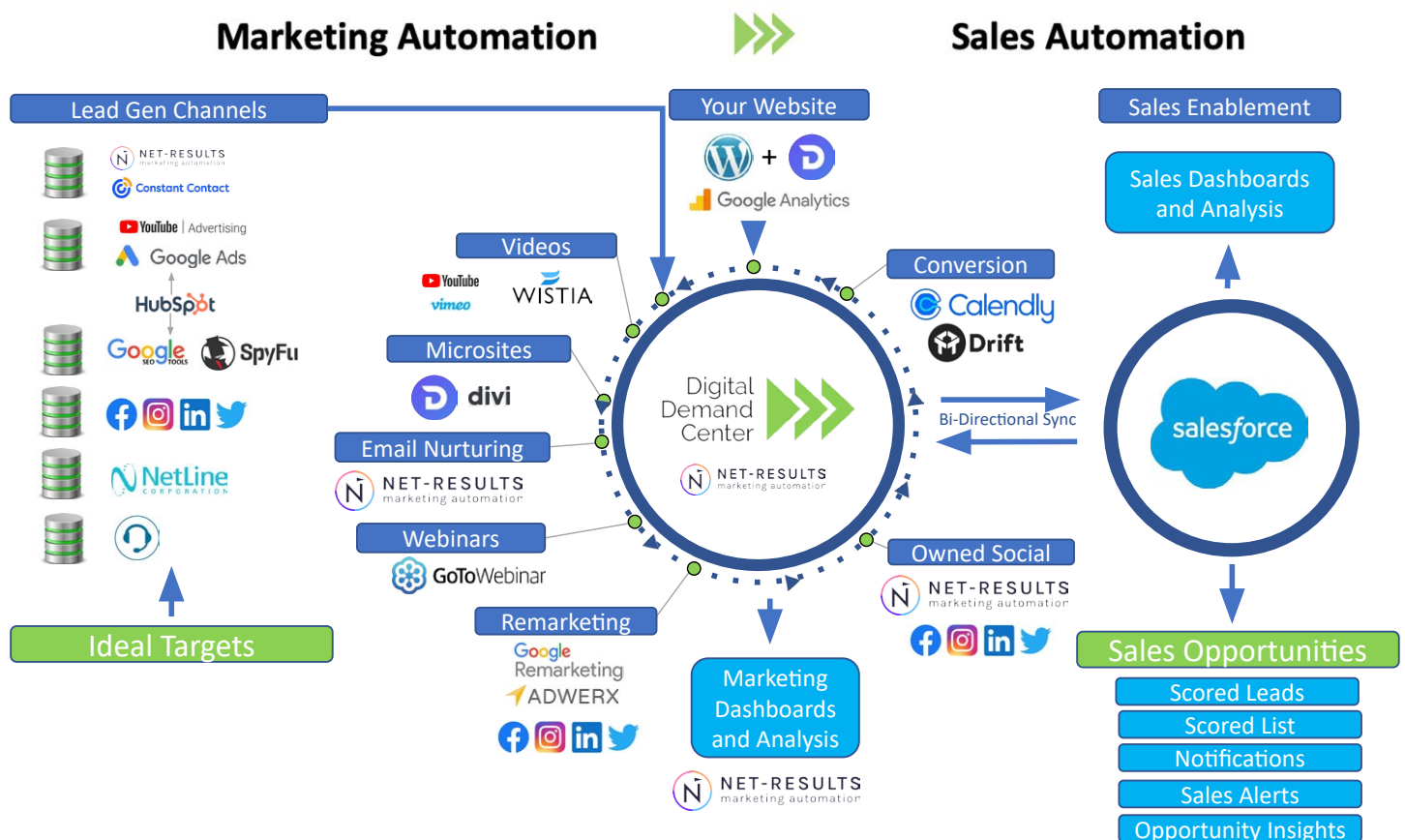
DDC™ was designed by Gabriel Sales specifically for SMBs.

After over 150 sales and marketing automation implementations, for companies ranging from start-ups to the Fortune 500, we have created the optimal process and tech stack designed specifically for small and mid-market B2B businesses.



This solution goes far beyond lead generation and automates Pre-Sales Education

Our aim is to provide a consistent flow of well-educated buyers and pre-qualified sales opportunities. We replace the need for one or more Sales Development Reps and make your closers more productive.



Build Awareness → Develop Trust → Qualify → Convert → Close

What Makes Digital Demand Center™ Unique

We have both marketing **and sales operations expertise**, so we know how to turn leads into well-educated buyers.



We score leads and prioritize them in CRM

Our solutions and workflows are all ultimately designed to maximize your sales team's bandwidth by delivering prioritize pre-qualified buyers directly in your CRM.



Substantive tactics with no short-term gimmicks

Our focus is your long-term success so every process and innovation we recommend is proven and designed to make it easier for your buyer to buy.



The right software, at a discount and with no annual fees

We select and customize the perfect B2B software stack at a discounted price with no annual upfront fee.



You own the systems and data with no long-term commitments

You can scale as needed and all agreements and fees are month to month after implementation. We can run your system indefinitely or you can bring in house at any time.



Content production and deep video expertise

If necessary, Gabriel Sales™ can provide you with quality content for every stage of your buyer's journey.



DDC™ can run in parallel to existing lead gen campaigns

If you have an existing lead gen tactic, or an existing campaign that is working, DDC™ can seamlessly integrate to build on that success with no disruptions.

Who is the Ideal Fit for Digital Demand Center™?

DDC™ is designed specifically for B2B Companies committed to growth that:

- Cannot drive enough growth with Pay-Per-Click Advertising alone
- Need to develop trust as part of the sales process
- Have at least 5,000 potential buyers or at least one specific market they need to target
- Need to increase/preserve their sales team bandwidth
- Have genuine thought leaders with something substantive to share, or have content that is under-utilized
- May have a lead gen resource but does not have a marketing resource with deep expertise in nurturing
- Have a solution/consultative sale where closing deals requires they demonstrate:
 - Thought leadership and/or market leadership
 - How their solution solves a problem/challenge in a unique way
 - How their solution is different compared to the competition
 - And/or they need to demonstrate how the solution is used
- Struggle to find or retain the sales talent they need and/or the investment in a sales rep(s) is cost prohibitive/high risk
- Does not have a marketing resource with deep expertise in sales operations and limited expertise in marketing technologies and CRM implementations

Summary and Budget

Digital Demand Center™ is a cost-effective turnkey solution designed specifically to meet all the Digital-First needs of both the Buyer and the Seller.

- We replace and automate many of the historical awareness and pre-sales tasks of the Sales Development Rep to lower your Cost of Sales %.
- This provides your modern B2B buyer with a frictionless digital-first sales experience from the starting line to the finish line, so you win more business.
- Your sales team maximizes their bandwidth and productivity by having a prioritized list of educated buyers directly in your CRM.

For less than the cost of one full time Sales Development Rep you can:

- Consistently target and develop buyers most likely to buy
- Address the “Digital-First” and “Video First” sales desires of your buyers
- Leverage one fully integrated tech stack with proven workflows
- Build awareness with multi-channel lead gen campaigns
- Create interest, generate demand and stay top of mind with lead nurturing campaigns
- Qualify buyers with pre-sales educational content
- Enable self-service education and easy conversion for the buyer
- Provide sales with prioritized lists of well-educated buyers for conversion
- Make smarter decisions with well organized data and expert analysis
- Create the content you need to generate awareness, interest and demand for your product or solution

Outsourcing vs. Building on Your Own?

In most cases outsourcing your Digital-First Sales, lead nurturing and pre-sales marketing operations increases your speed to market and effectiveness. This produces revenue faster and simultaneously lowers your costs.

The right tech, tactics, talent and content to make it easier for the buyer to buy and more cost effective for the seller to sell.

A Managed Service Provider is more cost effective than hiring internally

You get to work with a blended team of experienced marketers, with executive oversight and a proven software stack. You get the team, tactics, talent and tech you need for less than the cost of one full-time marketing manager and/or sales development rep.

You get into market and produce results faster

A blended team with years of experience can build and launch your engine in fraction of the time.

Get the most out of your software by having the experts run it

Leverage industry best practices and proven workflows – don't need to reinvent the wheel.

Both Marketing Operations and Sales Operations expertise

Gabriel Sales has a proven track record with both marketing and sales operations.

Content expertise in your corner

Generate content and videos that are most valuable to producing specific results for both your brand and sales team.

Experience matters – you don't know what you don't know – but we know

20 years of experience to help you avoid the pitfalls and expensive mistakes of buyer driven sales and marketing.

Frequently Asked Questions

What does it cost?

The first year, including all start up fees, is about the cost of one full time Sales Rep. The second year that cost decreases by about 40% to 50%.

What kind of ROI Can I expect?

We forecast results as part of our proposal process.

How long is my commitment?

The initial commitment is 6 months. Afterwards, we move to a month-to-month agreement.

What if already have content?

Fantastic! This will lower your start up investment, and you will have a have a significant head start. We can also run a content production workshop to cover any gaps.

What if I don't have content?

We have a team ready to help you tell powerful stories with professional video and content production.

What if I am already running lead gen campaigns?

Great! If this is working for you maximize your spend here first. We can add nurturing and sales automation campaigns for increased growth.

What if I already have a marketer and/or marketing team?

Your team can keep managing your lead gen campaigns. However, our demand gen and pre-sales solutions are tested, proven and highly prescriptive so we will need autonomy for this part of the campaign.

What if already have tech?

Over the last 10 years we have worked with about every major CRM, Social Channel and Automation Technology. Our experienced team can work with almost any software you may currently have in place and integrate our tech where you may have gaps.

What if I don't have a sales rep?

We can offer additional pre-sales calling services to support our campaigns.

How customized is your solution?

Every campaign is customized to your specific sales process and sales story.

What tactics do you use?

Our solution uses both inbound and outbound earned and paid marketing tactics. We do this in multiple channels, including email, social, online advertising and remarketing.

Additional Educational Resources



Explore our companion OnDemand video seminars, additional educational videos, checklists and articles addressing the Digital-First Transformation, Pre-Sales Automation, and the features and benefits of Digital Demand Center™.

The Digital-First Transformation - Full seminar on the impact of the Digital-First Sales and How DDC addresses



7 Key Drivers SMBs Need to Know - Short Webcast



How DDC Works & Software Demo - Short Video



DDC - The Investment Required and ROI - Video

Learn more: digitaldemandcenter.com/digital-first-sales-educational-video-series/

Microsite – Best Practice Videos for Pre-Sales Automation



A microsite with detailed explanations and dozens of examples of how to leverage videos for Awareness Campaigns, Demand Gen Campaigns, Pre-sales Automation Campaigns and effective lead scoring.

Learn more: gabrielsales.com/b2b-sales-automation-and-educational-sales-videos/

About Gabriel Sales™ and Digital Demand Center™



Gabriel Sales

Gabriel Sales™ has been successfully helping companies grow for over 20 years. We specialize in helping B2B companies with a multi-step sales process, build modern sales and marketing operations.

We currently support sales organizations with 5 to 500 sales reps implement and optimize Salesforce.com Marketing Automation Technologies. We provide Go-To-Market strategies and sales automation content production.

Working with market leaders keeps Gabriel Sales™ on the cutting edge of the Digital-First Sales Transformation. Learn more at gabrielsales.com/about-us

Digital
Demand
Center



We launched DDC™ in 2020—after 100+ successful marketing automation implementations—specifically to help small to mid-market businesses compete more effectively. We created this affordable turnkey solution using our best practices to give SMBs the firepower they need to consistently fill their sales funnel with well-educated buyers. Learn more at digitaldemandcenter.com/about-us

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Products/Solutions
Successfully Launched

323

MILLION in Client
Equity/Acquisition Exits

214

MILLION Annual
Reoccurring Revenue

136

Successful Marketing
Automation
Implementations

A Proven Track Record Helping B2B Companies with Multi-Stage Sales Cycles Grow and Thrive

Visit Our Extensive Library of Dozens of Case Studies

Gabriel Sales has helped launch or optimize, then manage, impactful sales and marketing operations for start-ups through SMBs to the Fortune 500.



Compliance Software



Educational Software



Data Analytics



Data Collection App



Construction & Mfg



Banking & Financial Services



Consulting & Software



Title Insurance
OnShore/OffShore BPO



Software & Services



Real Estate Developer



Network Security & AI



Diagnostic Equipment

Learn more: gabrielsales.com/outourced-sales-and-marketing-case-study/

Hear From Our Clients in Our Library of Video Testimonials



Founder – FinTech
Software and Services



VP of Marketing – Software and
Professional Services



Managing Partner -
Engineering Firm

Watch here: gabrielsales.com/testimonials/



digitaldemandcenter.com

Are you a small or mid-market business with additional questions about Digital Demand Center™ and/or ready for:

- ▶▶▶ A custom demo
- ▶▶▶ Free consultation and preliminary gap audit
- ▶▶▶ A customized approach with projections

Access a DDC™ Digital-First and Automation specialist's calendar directly at:
www.digitaldemandcenter.com/schedule

Or contact us to schedule some time at:
success@digitaldemandcenter.com



gabrielsales.com

Are you trying to fix, optimize or get more out of your existing Marketing Automation, Salesforce and Lead Nurturing Tech stack? Then contact a senior consultant at DDC's™ parent company Gabriel Sales™.

www.gabrielsales.com/contact-us
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720-279-7511

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