

How B2Bs Can Continue Selling in a COVID-19 World

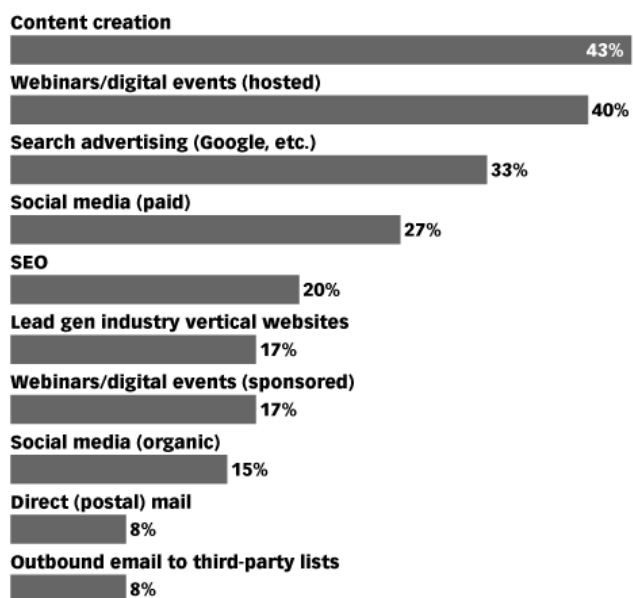
AUDIO |

eMarketer Editors

The COVID-19 crisis has changed the way that B2Bs engage their prospects. In this episode, eMarketer principal analyst Jillian Ryan is joined by two guests, Sydney Sloan, CMO of sales engagement platform Salesloft, and Andie Cohn, vice president of corporate sales at Insider Intelligence. Their conversation will feature insights on how B2B sellers should pivot their strategies without in-person events, how to update messaging and outreach cadence, as well as tips for bringing empathy to the sales process.

How US B2B Marketers Will Reallocate Event Marketing Budgets Not Used Because of Coronavirus, March 2020

% of respondents



Note: based on readers of B2B Marketing Zone, broader industry metrics may vary

Source: B2B Marketing Zone, "How COVID-19 is Impacting B2B Marketing," April 9, 2020

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