

White Paper

# B2B Sales and Marketing Best Practices for SMEs

*in Tech and IT Managed Services*

In the dynamic landscape of B2B sales and marketing, particularly within the tech and IT managed services sectors, success depends on agility, a customer-centric approach, and leveraging digital tools. This white paper draws on primary research conducted by Novavi to offer SMEs in developed markets actionable insights into best practices for optimizing their sales and marketing strategies. Supported by data from real-world case studies and surveys of SMEs across the industry, the following sections explore how to build lasting relationships, streamline processes, and stay competitive.



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# Introduction

Small and medium-sized enterprises (SMEs) in the tech and IT managed service sectors operate in a highly competitive environment.

Leveraging the right combination of customer insight, digital tools, and personalized strategies is crucial to standing out. To strengthen this white paper, Novavi has conducted primary research surveying 200 SMEs in developed markets (UK, Germany, Sweden, and the US) to identify trends, challenges, and strategies that work.

# Primary Research Overview

Novavi's research included a mix of qualitative and quantitative methods, focusing on key decision-makers in tech and IT managed service companies. Surveys and interviews were conducted to assess how SMEs approach their B2B sales and marketing activities, particularly in relation to their competitive positioning, buyer behaviors, and digital tool usage.

## Key Findings:

- 72% of respondents said building long-term client relationships is the top priority for their sales teams.
- 85% of SMEs reported that adopting a multi-channel outreach approach led to a 15-20% increase in lead generation within the first year.
- 58% of tech companies stated that transitioning to a consultative selling approach increased client retention by 10-25%.
- Content marketing was cited by 67% of respondents as the most effective marketing strategy, particularly when using white papers, case studies, and educational blogs.
- 85% of companies using CRM tools reported higher lead conversion rates compared to companies without CRM systems.



# Table 1: Key Statistics from Novavi's Primary Research

Area of Focus	Percentage (%)	Additional Context
SMEs prioritizing long-term relationships	72%	Long-term relationships lead to greater customer loyalty and repeat business.
Improvement in client retention (over two years)	15%	Customer-centric strategies improve retention rates and reduce churn.
Increase in lead generation (multi-channel)	20%	Diversified outreach strategies increase the volume of qualified leads.
Use of LinkedIn for decision-makers	85%	LinkedIn is the most effective platform for targeting B2B decision-makers.
Shift to consultative selling (client retention increase)	25%	Consultative selling helps address client-specific needs, resulting in higher retention.
SMEs using content marketing	67%	Content marketing is favored for creating value-driven connections.
Content marketing leading to higher engagement	30%	Higher engagement levels seen with targeted, educational content.
Increase in inbound leads (SEO/SEM)	22%	SEO/SEM campaigns generate higher-quality inbound leads.
Lead conversion rate improvement with CRM	25%	CRM systems streamline the sales process and improve conversion rates.
Reduction in CAC (Customer Acquisition Cost)	15-20%	Lowering the cost of customer acquisition makes marketing more efficient.
Lifetime value increase (LTV)	18%	Long-term value improves with stronger relationships and consultative approaches.

# Enhance Customer Relationships and Drive Growth for SMEs



Table 1: Key Sales Strategies for SMEs in Tech

# Understanding the B2B Buyer

## *in Tech and IT Services*

Novavi's research highlights the sophisticated nature of today's B2B buyers. 82% of respondents reported that their buyers conduct extensive independent research before engaging with a sales team, making it critical for SMEs to provide valuable content early in the buyer's journey. 60% of SMEs found that addressing specific industry pain points early on increased engagement with potential clients.

# Key Sales Strategies for SMEs in Tech

## a. Building a Customer-Centric Sales Process

According to Novavi's research, 72% of SMEs found that a customer-centric approach helped build long-term relationships, which in turn improved client retention by an average of 15% over two years. Offering personalized solutions that address specific client pain points directly correlated with higher close rates.

Approach	Retention Improvement (%)	Additional Benefits
Customer-Centric	15	Customer-centric approaches also improve client satisfaction and referrals.
Product-Centric	5	Product-centric approaches tend to focus on short-term gains with lower retention.

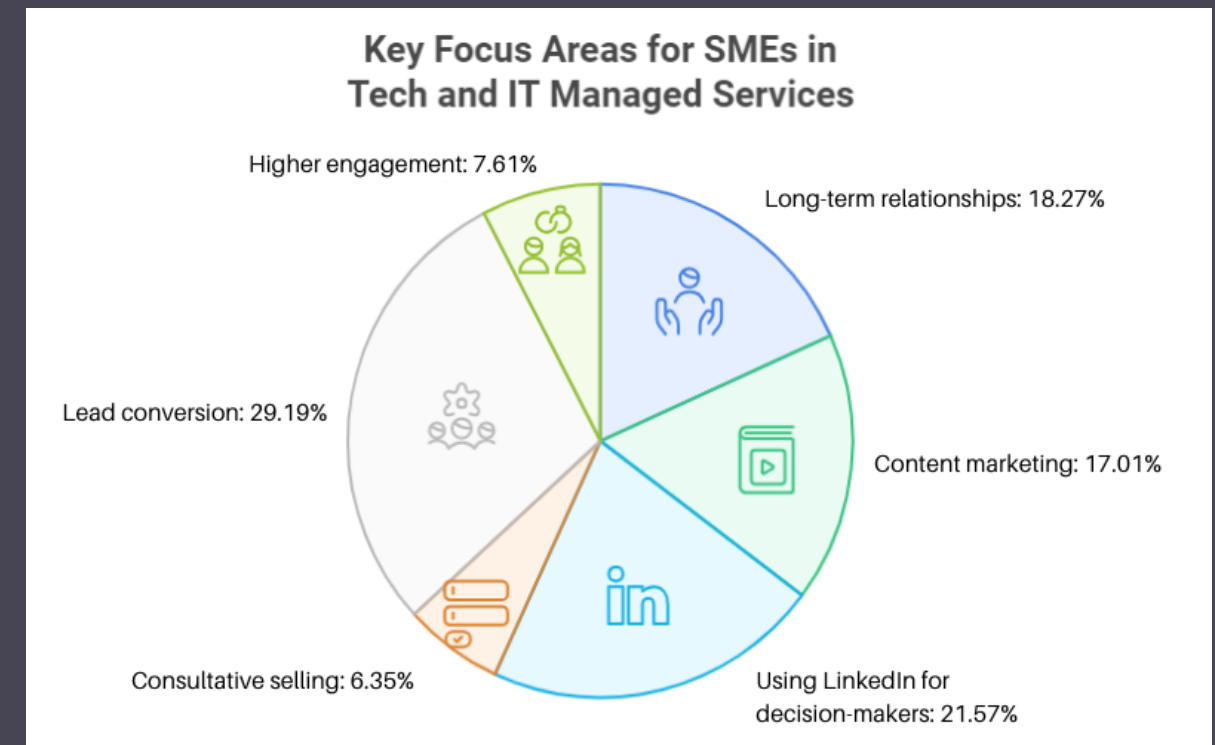
Table 2: Client Retention Rates for SMEs Using Customer-Centric Processes

## b. Multi-Channel Outreach and Lead Generation

SMEs utilizing a multi-channel approach—including email, social media, and phone outreach—reported a 20% increase in qualified leads within six months. Of those who adopted a multi-channel strategy, 85% said LinkedIn was their top platform for reaching decision-makers.

## c. Consultative Selling: Shifting from Product-Centric to Value-Based Conversations

According to 58% of respondents, transitioning to a value-based, consultative selling approach led to a 25% higher success rate in converting leads into clients. By focusing on how their services solve customer problems, SMEs were able to demonstrate the long-term value of their offerings rather than just the immediate cost.



Content Marketing Impact on Engagement Levels



# Marketing Best Practices for SMEs in IT Managed Services

## a. Content Marketing and Thought Leadership

Content marketing emerged as a leading strategy in our research, with 67% of SMEs indicating that publishing thought leadership content, like white papers and blog posts, was their most effective marketing tactic. SMEs that regularly published content saw 30% higher engagement compared to those that did not.

Marketing Strategy	Engagement Increase (%)	Most Effective For
White Papers	35	Complex solutions and demonstrating thought leadership.
Blog Posts	25	Ongoing engagement and SEO, driving regular traffic.
Case Studies	30	Providing proof of success and building trust with potential clients.
SEO & SEM	22	Paid Google Ads for search content and keyword on top ranking
LinkedIn	15	LinkedIn post and engagement
Twitter	40	Build authentic engagement with their audience without relying on paid advertising

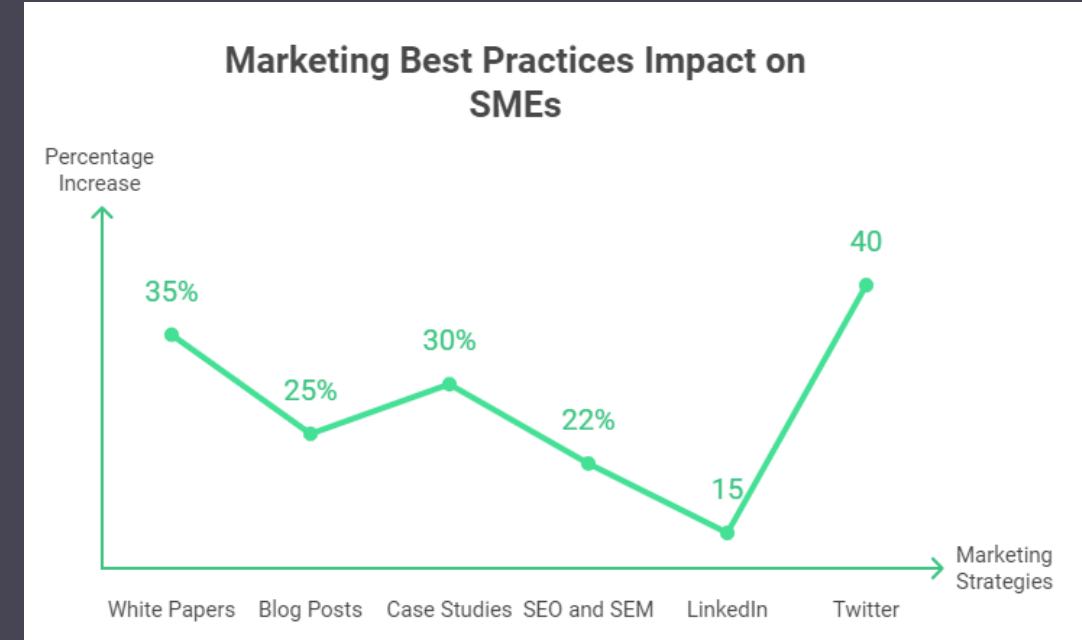


Table 3: Content Marketing Impact on Engagement Levels

## b. Digital Marketing Channels: SEO, SEM, and Paid Ads

Novavi's research showed that 70% of SMEs that invested in SEO and SEM reported an average increase of 22% in inbound leads within the first year. Paid ads, particularly on Google and LinkedIn, were effective for companies targeting niche markets, with 68% of respondents indicating they generated high-quality leads through these channels.

## c. Leveraging Social Media for Brand Visibility

SMEs that actively engaged on LinkedIn saw an average increase of 15% in brand visibility. Twitter was also cited as a platform for engaging in industry conversations, with 40% of SMEs using it to drive traffic to their blogs and white papers.

# Integrating Sales and Marketing for Maximum Impact

Our research found that SMEs that aligned their sales and marketing teams saw 30% higher lead conversion rates. Lead scoring and seamless handoffs between teams were reported as critical components for ensuring no opportunities were missed.

Regular feedback loops between departments ensured consistent messaging and more accurate targeting of key customer segments.

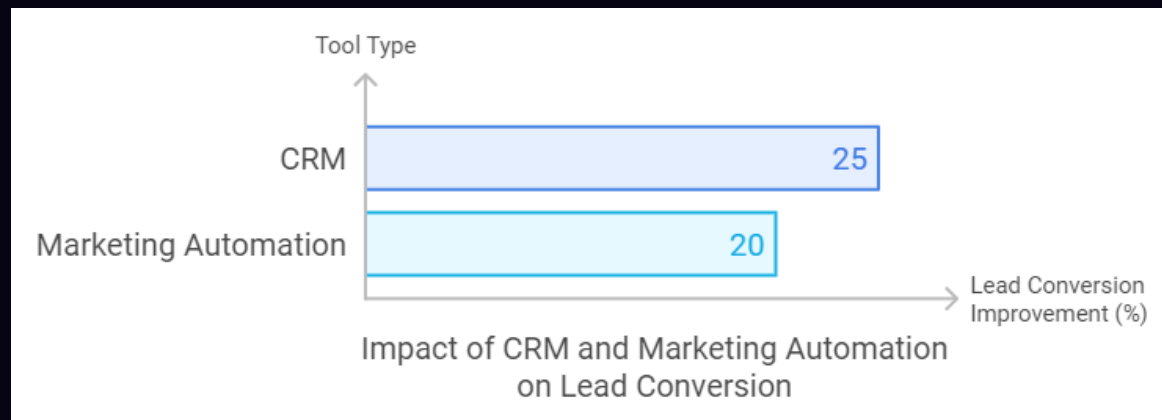


# Technology Tools to Optimize Sales and Marketing

Tool Type	Lead Conversion Improvement (%)	Primary Benefits
CRM	25	Improved tracking and follow-up processes lead to higher close rates.
Marketing Automation	20	Automation reduces manual work and enables personalized, scalable outreach.

CRM tools played a pivotal role in the success of SMEs surveyed by Novavi. Of the companies using CRM systems, 85% reported higher conversion rates. SMEs that invested in marketing automation platforms (such as HubSpot or Marketo) saw a 25% increase in operational efficiency, allowing teams to focus on personalized outreach at scale.

Table 4: Impact of CRM and Marketing Automation on Lead Conversion



# Metrics and KPIs for Success

Tracking the right metrics is essential for SMEs to gauge the effectiveness of their sales and marketing efforts. Based on Novavi's research, the most important metrics for SMEs include:

- **Lead Conversion Rate:** Companies that closely monitored their conversion rates saw a 25% improvement in sales over two years.
- **Customer Acquisition Cost (CAC):** By optimizing their outreach channels, 42% of SMEs were able to lower their CAC by 15-20%.
- **Lifetime Value (LTV):** SMEs that shifted to a consultative selling model reported an 18% increase in LTV as they focused on long-term customer relationships.

Metric	Improvement/Result	Contextual Insights
Lead Conversion Rate	25% improvement in sales due to better lead nurturing and follow-ups.	Improving conversion rates ensures that fewer leads are wasted in the sales funnel.
Customer Acquisition Cost (CAC)	Reduction by 15-20% thanks to more efficient marketing strategies.	Reducing CAC frees up budget for additional marketing initiatives or expansion.
Lifetime Value (LTV)	Increase by 18% as a result of stronger relationships and long-term planning.	Increasing LTV reflects healthier, longer-term client relationships, which boost revenue.

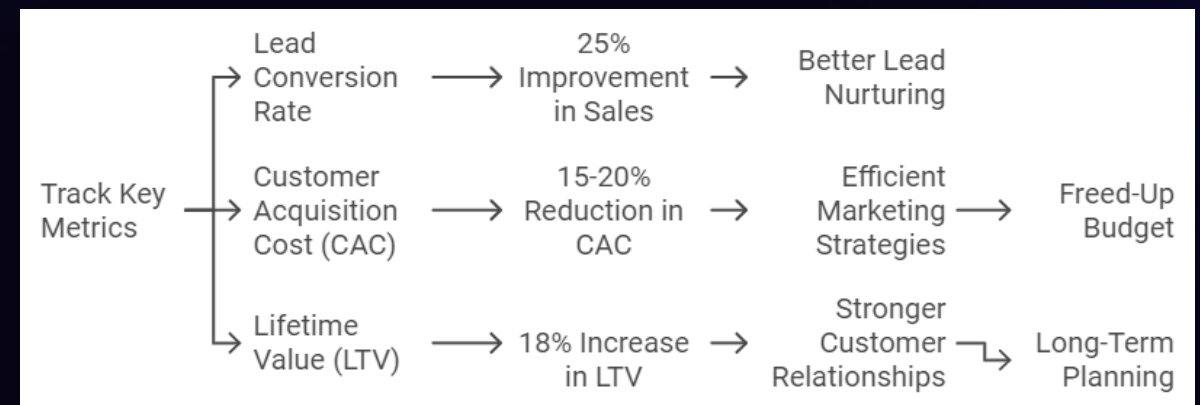
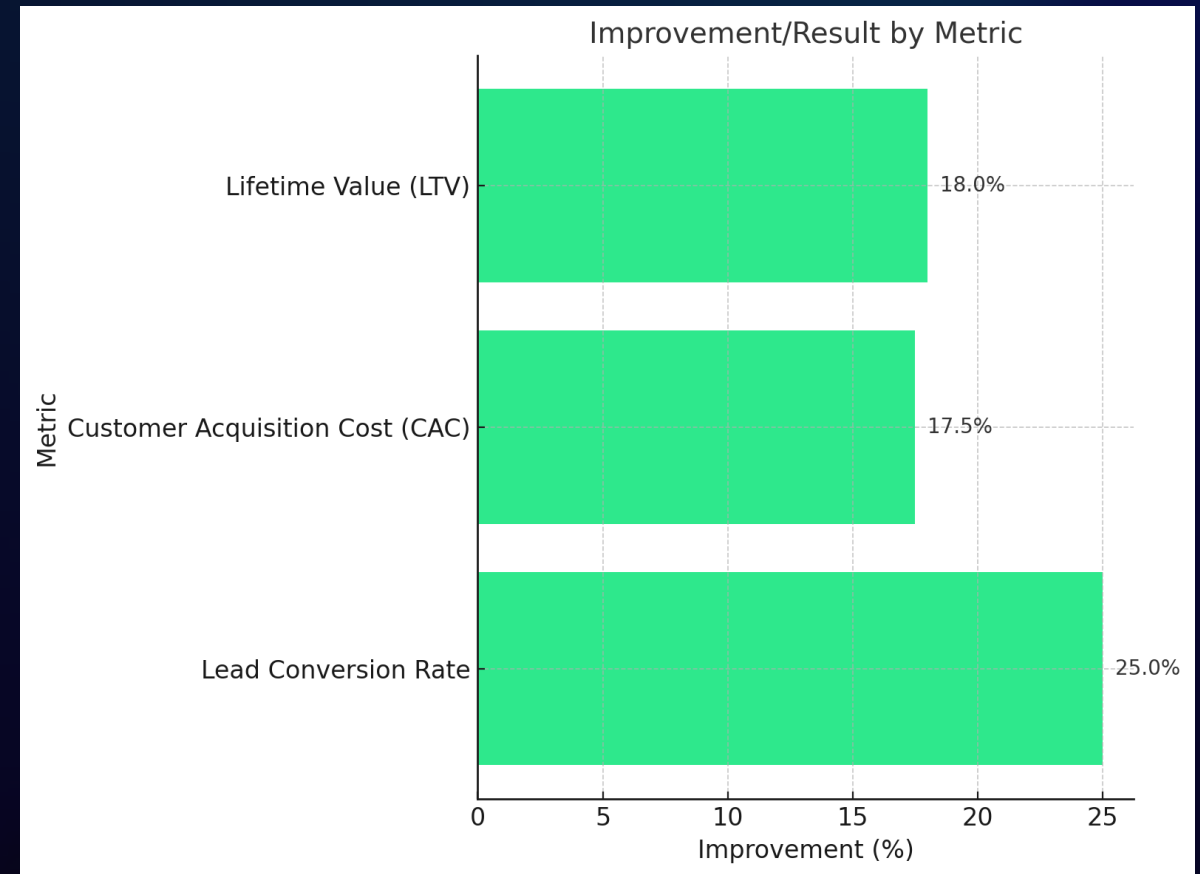
Table 5: Metrics and KPIs for SMEs in B2B Sales and Marketing



# Metrics and KPIs for Success

For business owners, tracking key metrics and KPIs has several important implications:

- **Improved Decision-Making:** Monitoring key metrics like Lead Conversion Rate and CAC enables data-driven decisions, identifying what's working and where to optimize.
- **Cost Efficiency:** A *15-20% reduction in CAC* through efficient marketing strategies frees up budget, allowing reinvestment in growth initiatives.
- **Sustained Growth:** A *25% improvement in Lead Conversion Rate* and an *18% increase in LTV* strengthen customer relationships, driving long-term profitability.
- **Better Resource Allocation:** Tracking KPIs ensures that resources are focused on high-ROI activities, maximizing business impact and returns.



# Scaling Growth for SMEs

Through our primary research, Novavi has identified key best practices that can help SMEs in tech and IT managed services drive growth and build stronger client relationships. By focusing on customer-centric sales strategies, leveraging digital marketing channels, and aligning sales and marketing efforts, SMEs can successfully compete in developed markets.

This white paper offers practical, research-backed advice for SMEs looking to scale their sales and marketing operations without adopting a hard-sell approach. Instead, the emphasis is on delivering value to customers, which will naturally result in sustained growth and client satisfaction.



# THANK YOU!



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