

Shorten the Sales Cycle: Start Reading Your Best Prospects Digital Body Language



Since the days of the cavemen, humans have been reading body language to determine the intentions of others. In the sales process, reading body language & buying signals has long been used to shorten the sales cycle. With the dawn of the digital age much of the buying cycle is now conducted online. This evolution has drastically impacted the sales cycle for B2B companies.

- Research shows that **65% of business buyers use the web to start their research for a solution.**
- Due to the proliferation of product information that is on the web, **prospects are often 65% through the buying process when they connect with a vendor.**
- Fear of email blasts and hounding phone calls have caused savvy business buyers to show more reluctance to fill out contact forms than ever before. As few as **1 – 2% of B2B web visitors fill out a form announcing their interest.**

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5 Steps To Read Digital Body Language

1 Identify Pages That Support the Buying Decision

The first step is to identify the pages on your website that support the traditional buying process. Your pitch video, about us page, value proposition pages, and testimonials all support buying decisions and were once part of the traditional selling process. Identifying these high value pages that relate to your sales process will help you focus in on the most important digital buying signals.

The opportunity to identify and connect with the visitors to these pages before they engage with a competitive company is crucial to your success!



2 Understand Page Visit Behavior

When a visitor moves through your site and looks at pages that are designed to move them through the buyer journey, take notice of their behavior! Visits to these pages indicate that a prospective client has engaged in the buying process and is researching the offerings of your company (and probably your competitors offerings as well). For example, a pricing page visit can be a strong indicator that a prospect is starting to seriously think about buying. You will find that many prospects land on your website and go immediately to your pricing section. These prospects might be interested, but they're likely still in their initial information gathering stage. On the other hand, a prospect who signed up for a demo or actively tried your product, and then visits your pricing page is probably ready to buy.

3 Where They Click Tells A Story

Once you have identified your high value web pages the next step is to understand the story they tell. As a prospect visitor moves through your website, where they click can reveal the nature and level of their interest. Say a visitor enters your site from an email campaign and then proceeds to view two or three key product information pages, then views the client testimonials page, and finally the "request a demo page" . . . spending several minutes on each of these pages. This behavior indicates a strong interest in your offering. Because buyers are becoming more self-educated, you can map their online interactions to your sales process and start checking off elements they have seen.

This process will allow you to reach out to the most sales ready prospects!



4 Find Out If They Leave Before They Hit "Submit"

Imagine the value if you could identify prospects that have enough interest to visit your "request for quote", "free trial", or "contact us" page but for some reason, never complete and submit the form. Did they get distracted? Change their mind? Or did they decide to reach out to a competitor and complete their form first? By tracking and identifying the companies visiting contact pages, you can get a "heads-up" on the best opportunities amongst your website visitors.

5 When The Crowd Converges

If one of your objectives is to win with bigger target companies, this is for you! Return visits or multiple clicks from an email campaign indicate that there may be interest from many stakeholders in the prospect company. It is likely the more stakeholders, the bigger the company. Lots of people visiting, lots of people clicking means it is very likely an internal discussion has been brewing around your solution or product offering. Reaching out to these prospect companies early in the discussion gives you a jump on your competition.

Win with Better Prospect Intelligence!

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor's flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers' decision journey resulting in more sales and higher margins. See how VisitorTrack works by watching the [video](#). Learn more at www.netfactor.com.

