



Digital
Demand
Center

Ebook

The Digital-First Transformation and Pre-Sales Automation

B2B Buyers Want to Drive the Sales Process.

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

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.

During the pandemic this Digital-First Transformation was accelerated (by enterprise companies). This altered what is required for successful B2B Sales and Marketing Operations permanently, impacting:

- ▶▶▶ 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

This Ebook is designed to help you understand the Digital-First Transformation so you can create more wins for both your buyers and your sales team.

Topics covered in this Ebook include:

- ▶▶▶ What/Who Drove the Digital-First Transformation
(pages 4-5)
- ▶▶▶ The New Realty for Buyers and Sellers
(pages 6-13)
- ▶▶▶ The Challenge, Goals and Mission for All B2B Sellers
(pages 14-17)
- ▶▶▶ The Solution - How to Meet Your Buyers Needs to Create a Steady Flow of Well-Educated Sales Opprounities
(pages 18-33)
- ▶▶▶ Access to Additional Resources
(page 34)
- ▶▶▶ About Gabriel Sales
(page 35-36)

Over the last 6 years we experienced a tidal wave of consumer technology adoptions and business model disruptions unrivaled since the birth of the industrial revolution.

- 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 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)*



As a result consumers' desires and expectations changed and your buyer's behavior was transformed

30.8%
**Business Now
Conducted Digitally**

31% of All Business Functions are Now Conducted Digitally

With the use of the digital tools and digital content by consumers and businesses for services they historically demanded in-person

(IBIS World 2021)

- Buyers now expect content OnDemand.
- Consumer expect technology to made it easy for consumers to research, compare, buy and service on their timelines.
- Consumers embraced video as the dominant format of education and entertainment.
- Consumers expect and engage content in multiple formats and multiple networks.



"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, 2020

New Realities for the Digital B2B Buyer and Seller

This shift to digital content and automation technologies changed how B2B Buyers buy. It has also permanently altered the requirements for B2B Sellers to successfully compete for and win new business.

This Digital-First Transformation Includes 7 Key Drivers:

1. The increased role of digital content
2. The diminished role of the Sales Rep
3. Buyers now require digital education
4. Buyers reward you for digital nurturing
5. The dramatic shift towards video
6. The accelerating role of technologies
7. Digital-First wins more business

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

Lead gen and awareness campaigns are no longer enough because 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.

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)*

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

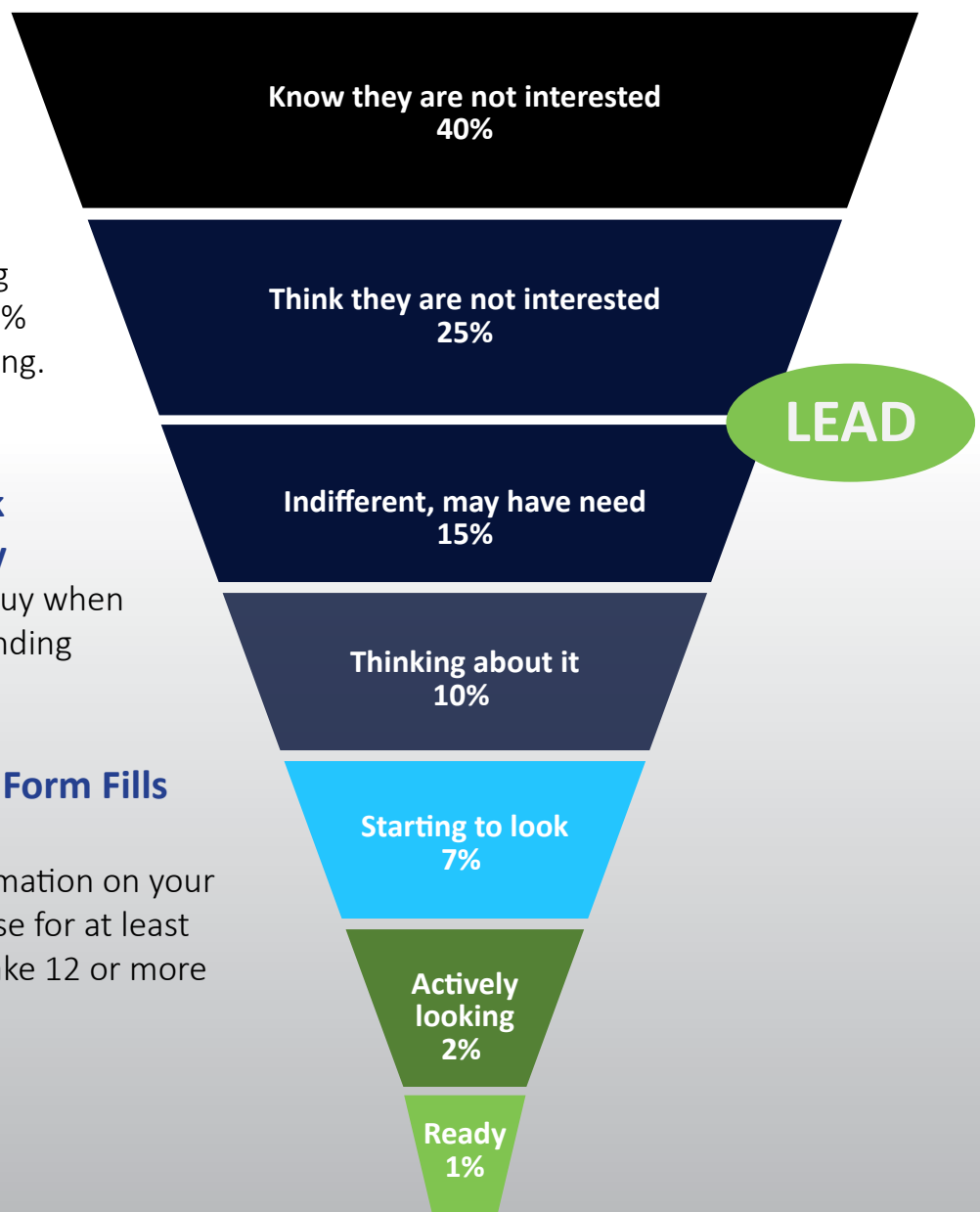
81% of people make purchasing decisions to solve problems. 19% make decisions to gain something. *(Impact Communications)*

Less than 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)*

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)*



#2 Your Buyer Wants 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*)

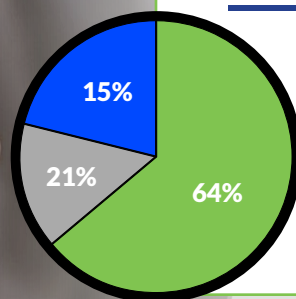
62% of Buyers Will Try to Make a Decision Digitally if Possible

62% of buyers say they try to make a business decision based on online content alone. (*Content Marketing Institute 2020*)

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 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 over a prior to engaging with a sales rep. *(Forrester)*



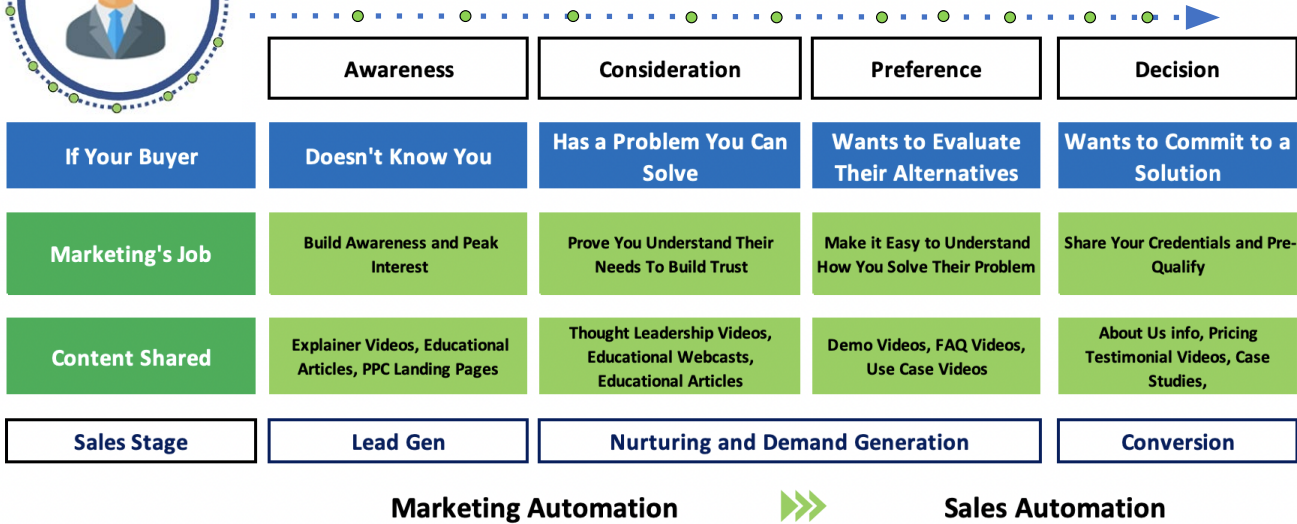
#4 Buyers Reward You for a Digital-First Sales and Nurturing Process



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 Sale 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)*

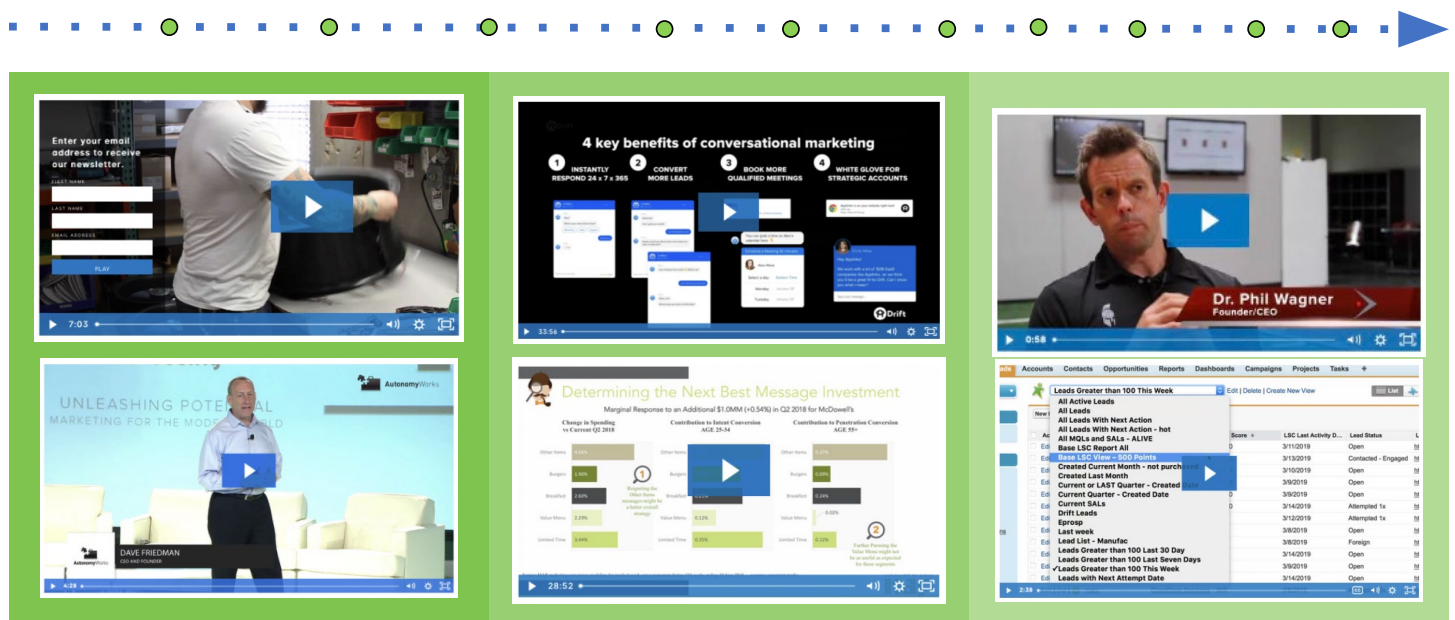
#5 Buyers Overwhelmingly Prefer Video

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 boost 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

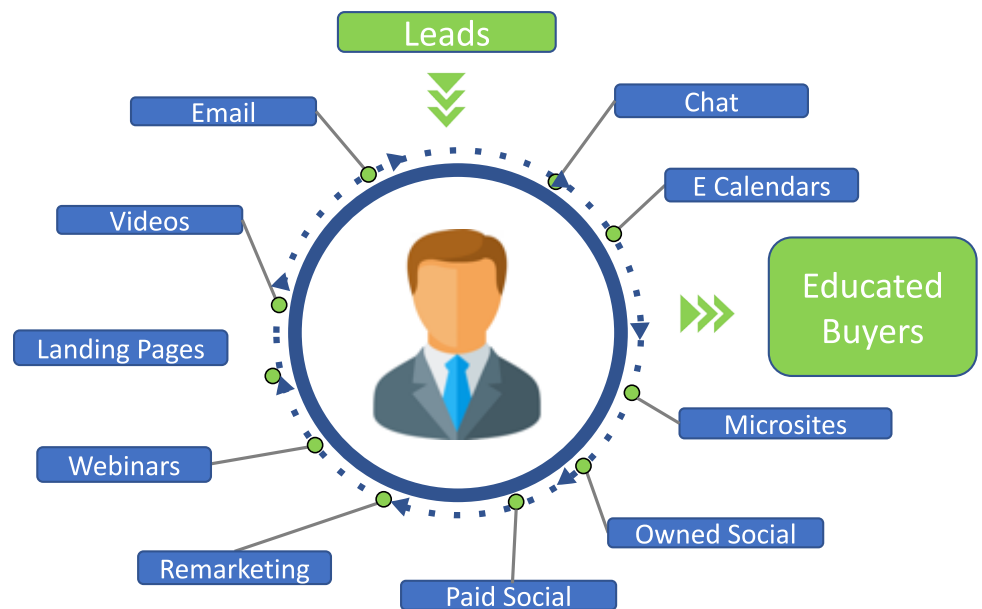
20% to 40% of buyers that view webcasts convert into sales opportunities (On24) and most buyers are ready for sales after watching 3 to 5 videos. (Aberdeen)

#6 This Digital-First and Multi-Channel Sales Automation Process is Accelerating

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

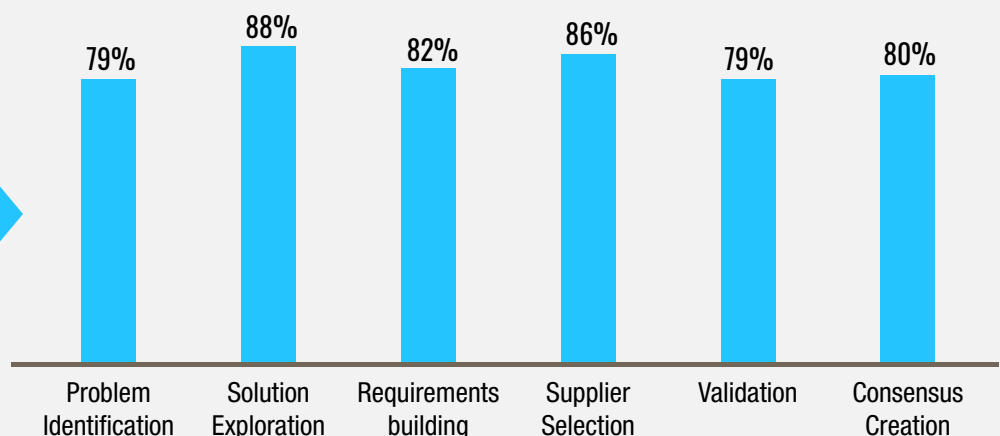
By 2025, 80% of B2B sales interactions between sellers and buyers will occur in digital channels.

(Garners Future of Sales research)



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

Seller's Website



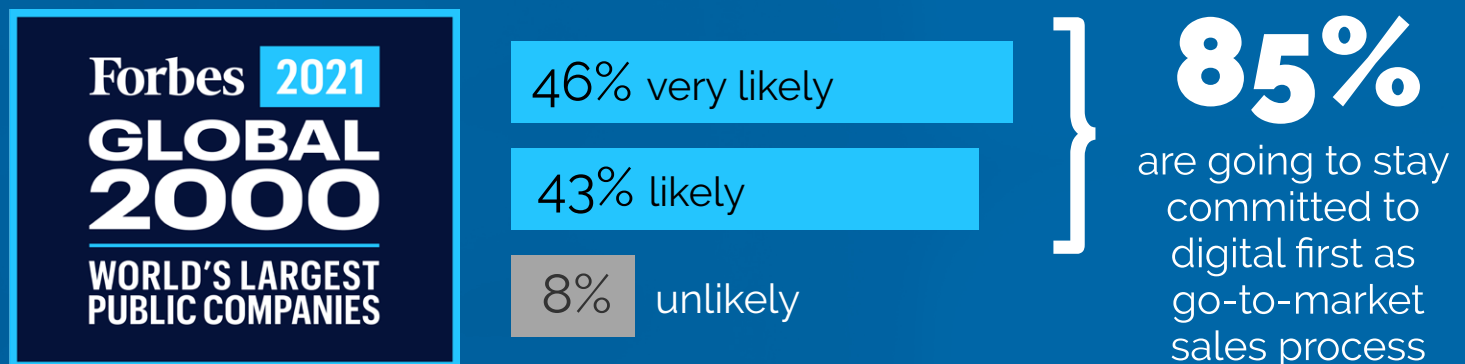
#7 This Digital-First and Sales Automation Transformation Will Be Permanent

The majority of enterprise companies are now committed to Digital-First sales process from lead gen to conversion and according to Statista US digital spend is forecasted to increase to \$129B by 2023.

Gartner's Future of Sales research

Because It Works

In a recent 2021 McKinsey survey on the “Future of Sales” close to nine in ten enterprise companies confirmed the new Digital-First go-to-market sales practices accelerated by the pandemic will be a fixture throughout 2022 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 & Medium Sized 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:

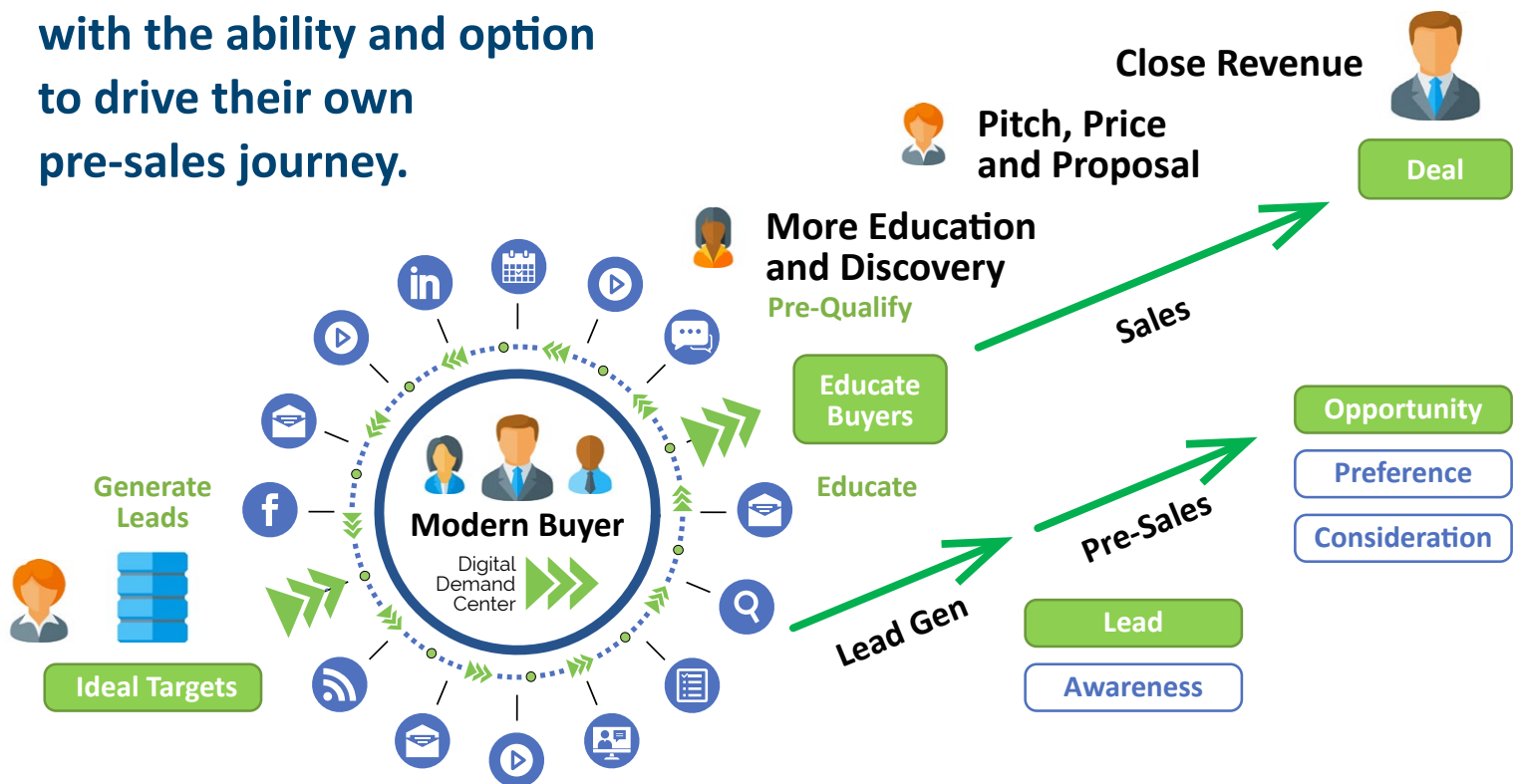
- Sales just keeps asking for more leads with less closing.
- They struggle to craft an integrated lead gen, demand gen and pre-sales automation content strategy.
- They can't keep up with the technical innovations required for digital-first sales.
- They lack the talent to consistently produce quality 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 tasks of the Sales Development Rep (SDR) with a frictionless process. A process that creates quality time in your customer's inboxes and social feeds with substantive pre-sales education at every stage their Buyer's Journey.

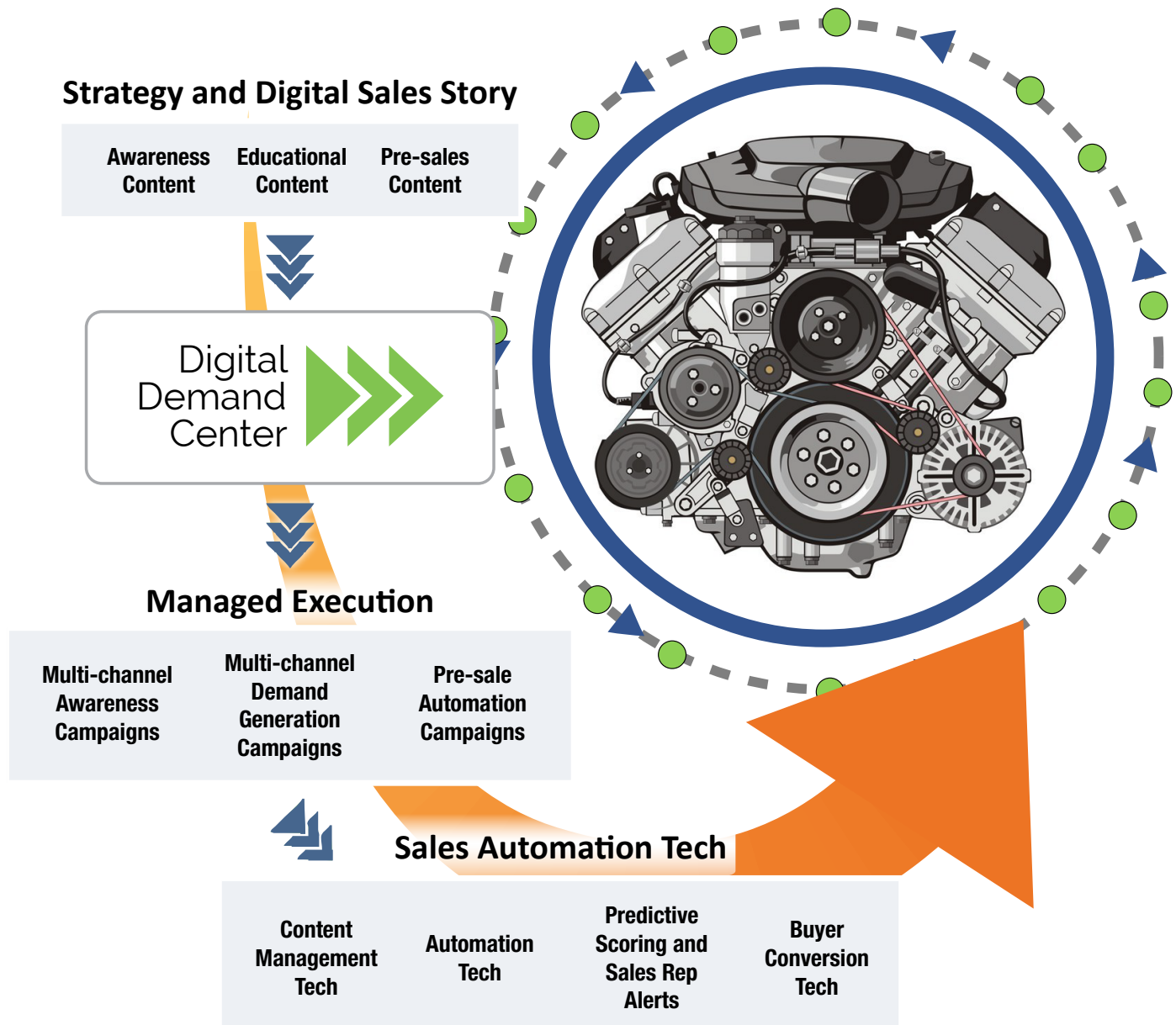
Sellers need to provide Buyers with the ability and option to drive their own pre-sales journey.



**How Does a B2B Seller
(Especially an SMB)
Immediately Transform
their Sales and Marketing
Operations to Win More
Business?**

The Digital Demand Center™ Solution

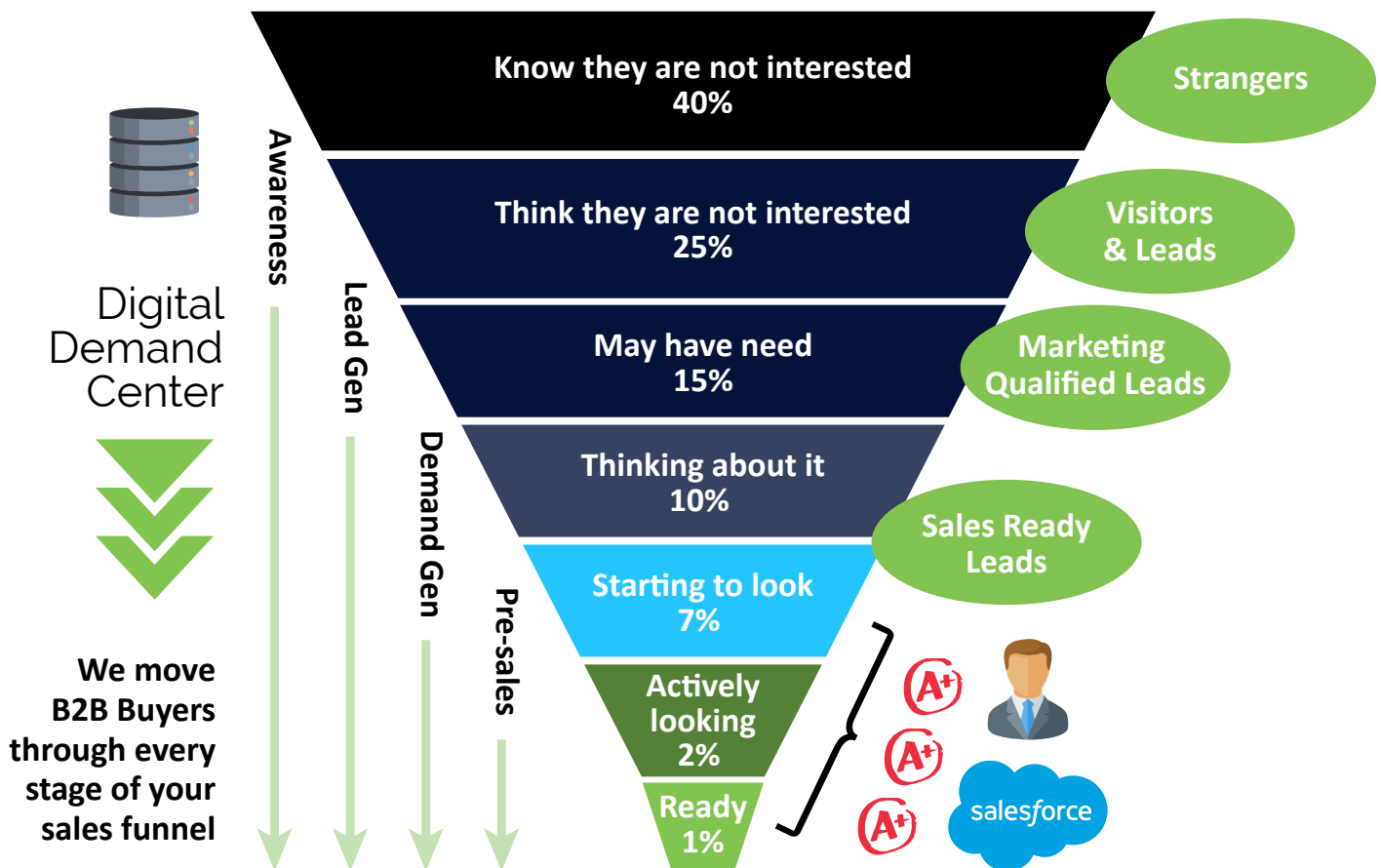
Digital Demand Center™ - A cost-effective and customized turnkey solution that meets all the digital education needs of both the buyer and the seller in this new Digital-First sales environment.



Digital Demand Center™ is a multi-channel marketing and sales automation technology engine 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™

DDC goes far beyond initial lead generation campaigns. We apply Digital-First campaigns across the sales funnel to create a consistent flow of well-educated and pre-qualified opportunities prioritized for your sales team directly in your CRM.

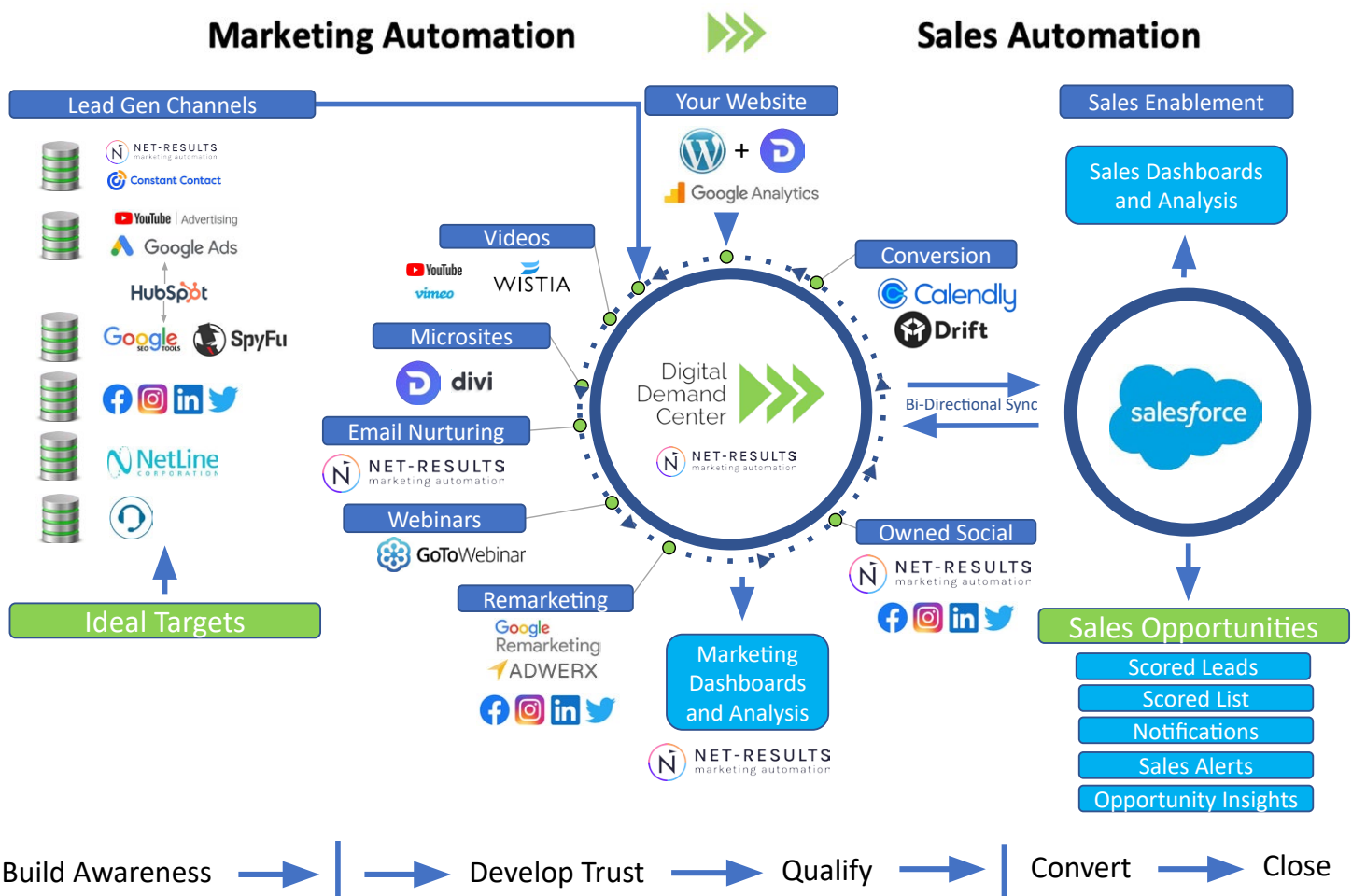


DDC targets your potential buyers with a Digital-First education process in multiple channels. We leverage content and your thought leadership to move buyers from awareness, through their pre-sales education to create well educated and pre-qualified leads. DDC will:

- Create awareness with highly targeted campaigns.
- Generate interest and increase demand with sustained nurturing campaigns.
- Help buyers evaluate your solution and qualify you as the right fit for their needs with automated workflows.
- Encourage conversions with self-serve technologies and simultaneously track and score the buyers interest with technology to prioritize leads in your CRM.

The Purpose of Digital Demand Center™

We use automation technology and 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 more than a lead gen engine. We apply Digital-First marketing and automation to your entire pre-sales process to nurture buyers, develop trust, educate buyers and pre-qualify buyers so you sell more at a lower Cost of Sales %.

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

Clear and simple prioritized lists with Predictive Scores in your CRM that tracks a buyers 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 buyers level of pre-sales education areas of interest/need.

Recent Engagement

Pre-sales Engagement

Awareness Source

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

Sync This Lead

Website Visit: 2 Page Views,

UTM: No UTM info is available for this visit

06:44:28 pm

0:10

10/11/2021 6:44 PM

/pest-control-industry-cost-study/

06:44:38 pm

n/a

/profitability/

Watched 100% of Video named "PCO Bookkeepers' Custom Dashboards Overview" on page:

10/11/2021 1:45 PM

https://www.pcobookkeepers.com/pco-bookkeepers-monthly-dashboard-demo-video/

Watched 50% of Video named "PCO Bookkeepers' Custom Dashboards Overview" on page:

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Nurturing Data

Video Engagement

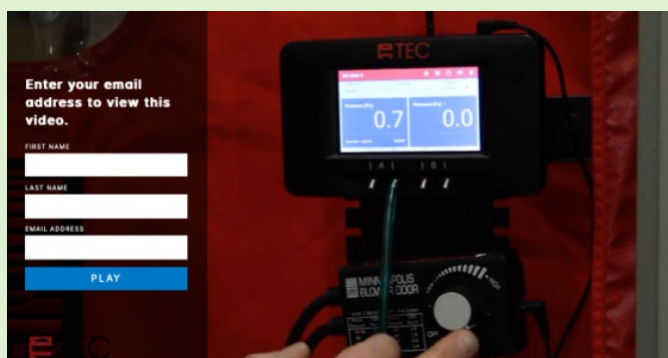
Increase Sales Productivity and Effectiveness

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

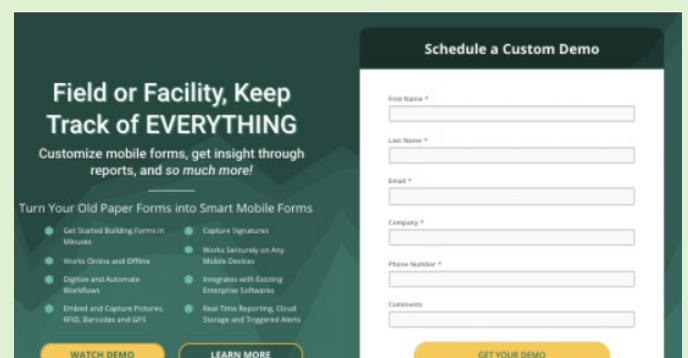
Additional Tech Goals of Digital Demand Center™

DDC™ uses marketing tech and automation tools to make it easy for buyers to start conversations, convert seamlessly and engage sales automation content workflows. All this is designed to make it easier for you buyer to buy and your closers to sell.

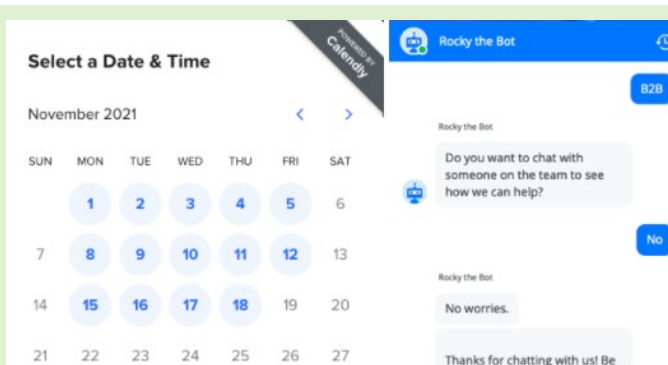
Turning Buyer Engagement into Sales Enablement



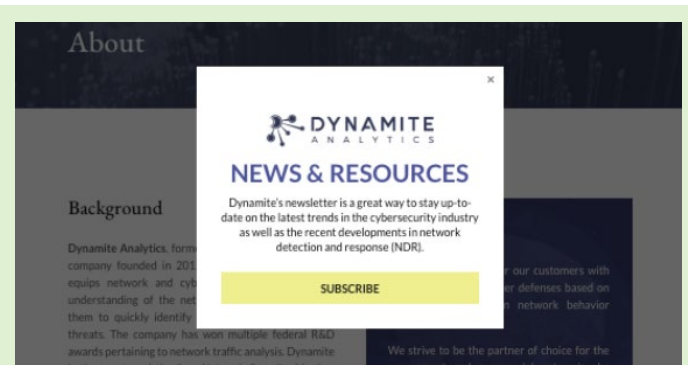
Gated videos with call to actions or embedded forms



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

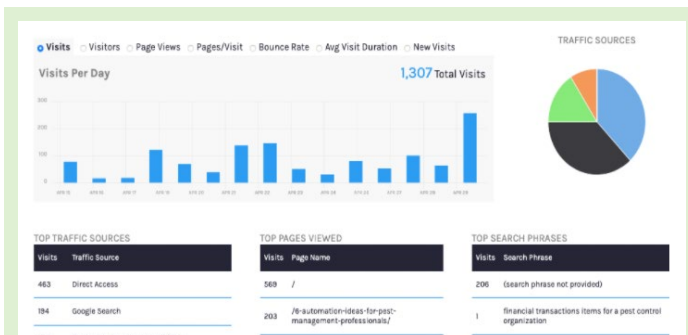


Pop-Ups to capture inbound leads and encourage deeper engagement

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

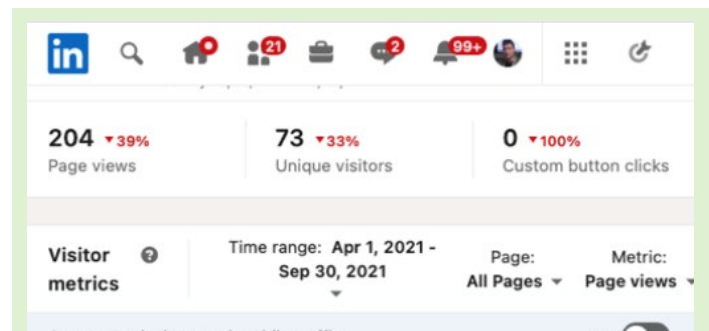


Competitive Comparisons

Constantly Optimize and Improve Your Marketing and Messages



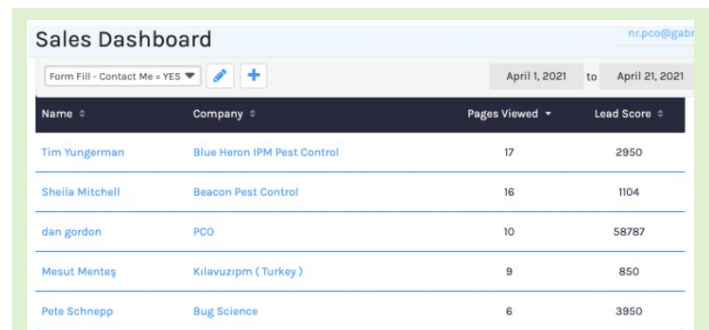
Video



LinkedIn



Sales Automation Content Workflows



Sales Conversion Points

How It Works

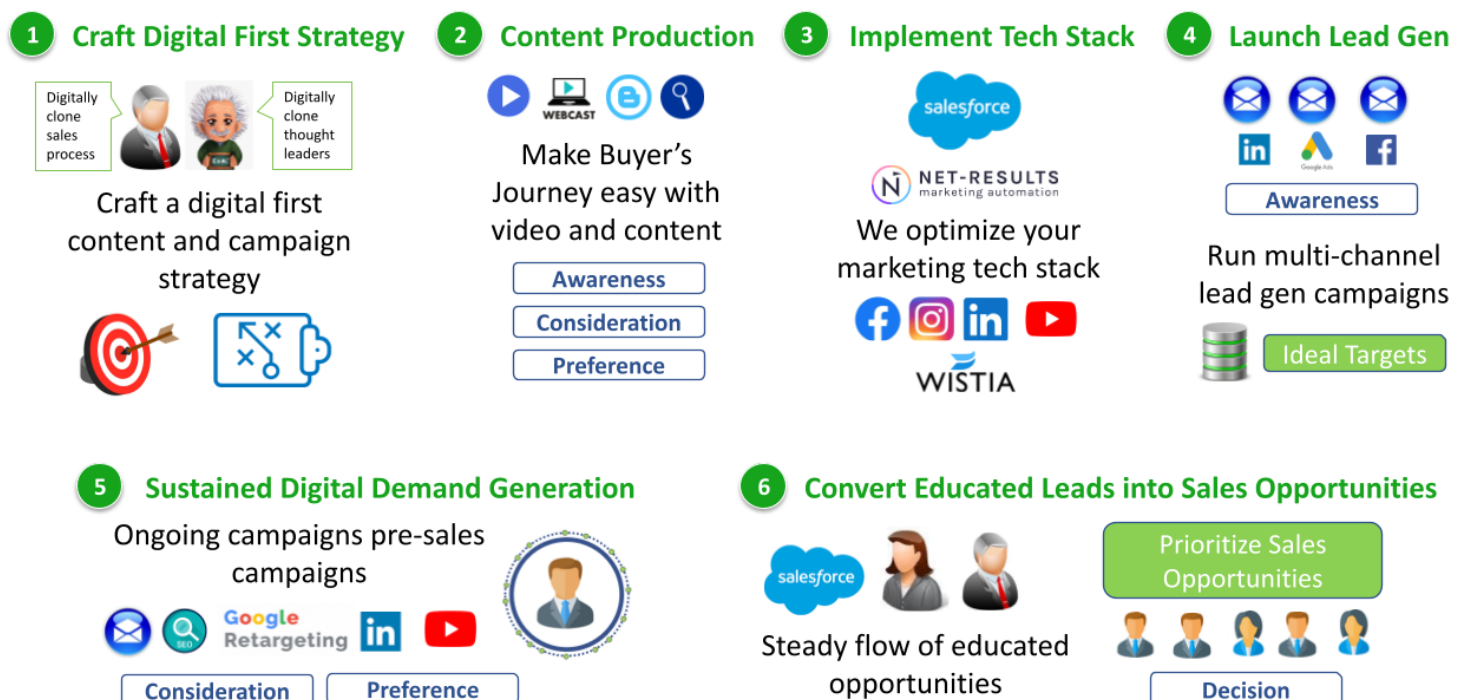
Digital Demand Center™ is a prescriptive, fully managed and proven digital marketing and pre-sales automation engine that scores, develops and prioritizes leads for your Sales Development Reps directly in your CRM.

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

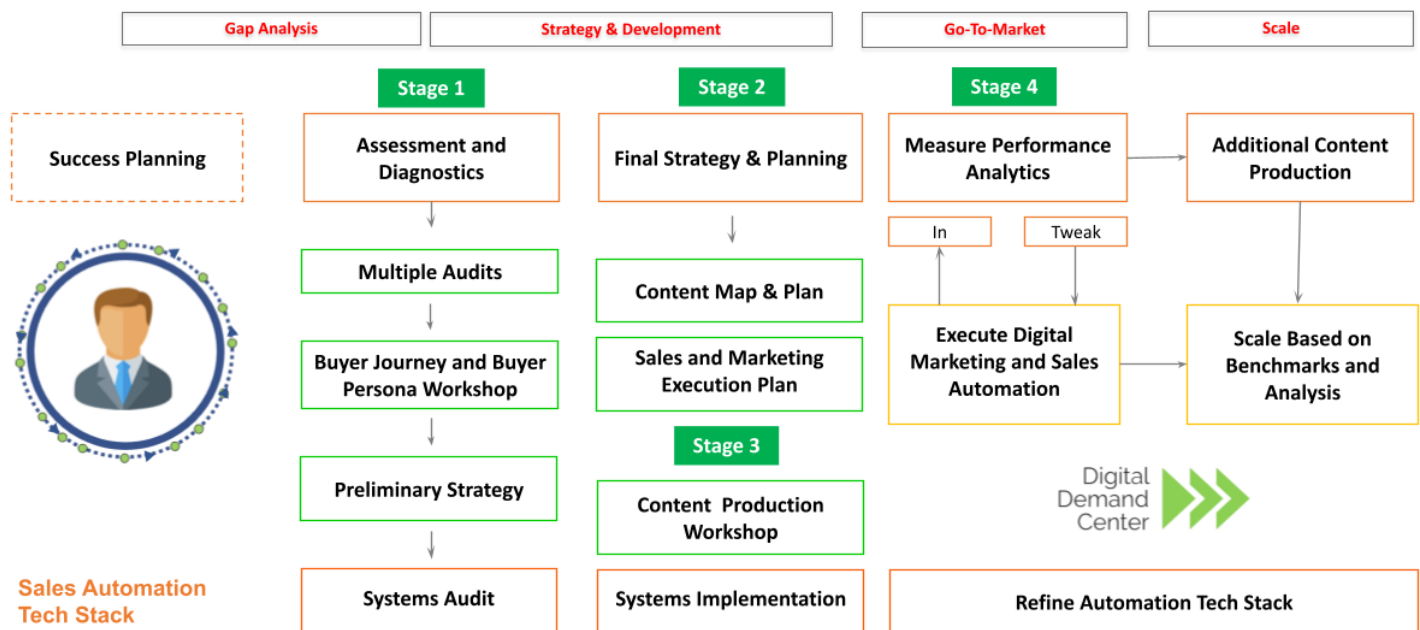
DDC is delivered as a monthly managed service that includes:

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



Strategy

Our proven team of Senior Sales Executives, Sales Ops Experts and Video Producers will help you to tell a powerful sales story to create a frictionless process for your buyer and sustained and scalable 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 year's 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 and produce.



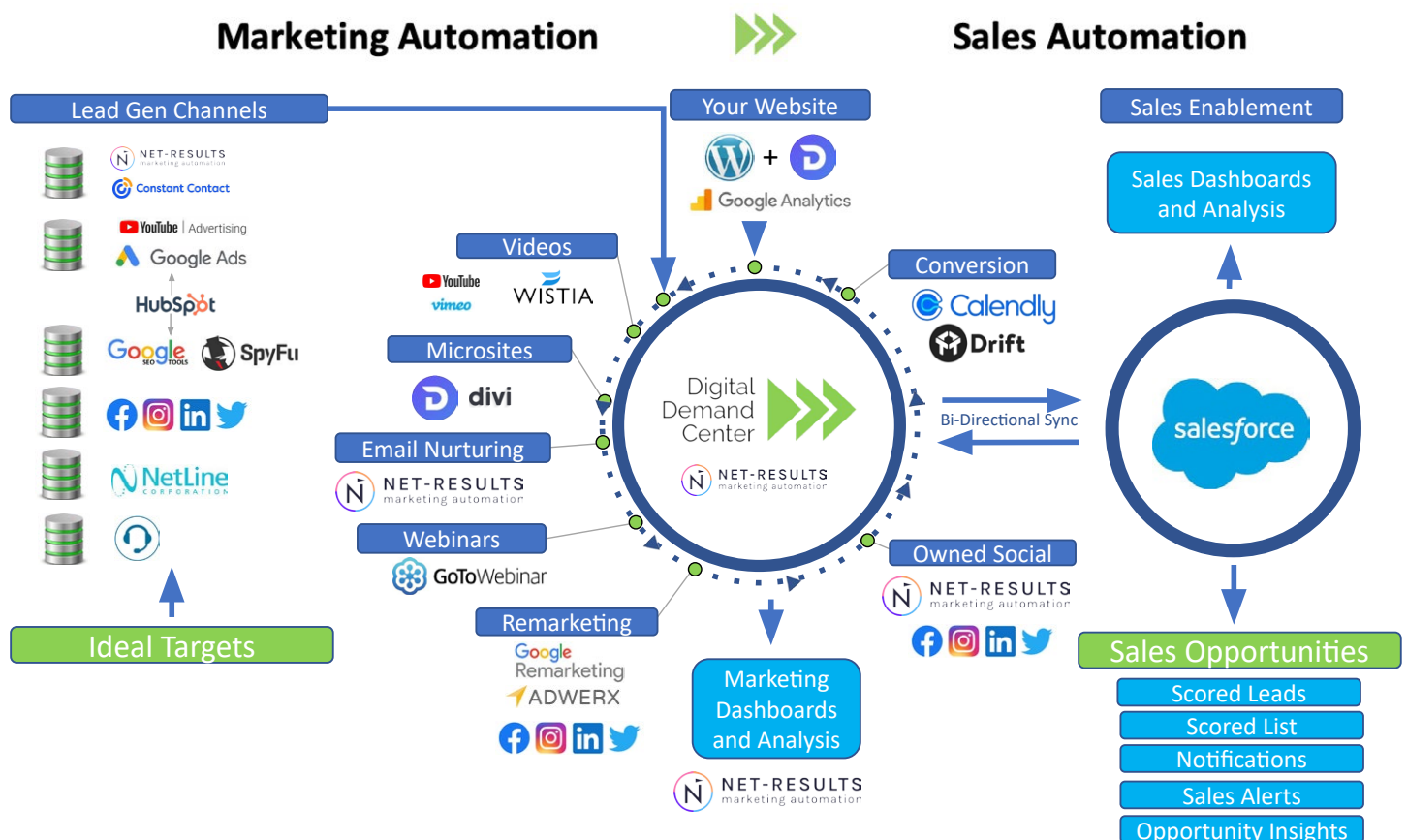
DDC™ was designed by Gabriel Sales specifically for SMBs.

After over 150 B2B Marketing and Sales Automation Implementations (for company's ranging from Start Ups to Fortune 500) we created the optimal process and tech stack for most SMBs.



This solution goes far beyond lead generation and automate 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.



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 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 has 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 a tactic 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 markets they need 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 resources 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 and workflow to:
- Build awareness with multi-channel lead gen campaigns
- Create interest, generate demand and stay top of mind with multi-channel 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?

Why should you outsource your sales and marketing operations?

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 and executive oversight and fund the right software stack all for a fraction of the cost of one full time marketing manager.

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 typically slightly below the cost of one full time Sales/Marketing 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?

6 months and then 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. If you have any gaps we can 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

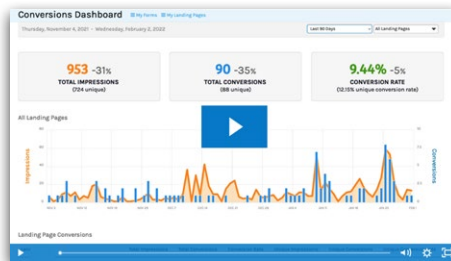


Explore our companion OnDemand video seminars, additional educational videos, checklists and articles addressing the Digital-First Transformation, Pre-Sales Automation, and the features and benefits of Digital Demand Center™.

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 at: gabrielsales.com/ddceducation/](https://gabrielsales.com/ddceducation/)

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.

gabrielsales.com/b2b-sales-automation-and-educational-sales-videos/

About Gabriel Sales



Gabriel Sales

Gabriel Sales specializes in helping companies, with a multi-step sales process, build modern sales and marketing operations. We have been successfully helping companies grow for close to 20 years creating numerous wins for our clients and their investors.

We believe most solutions are first “bought” by making it easy for the buyer to self-educate, and then “sold” by product specialists. This requires telling your story in an honest and authentic way through the seamless integration of content marketing and the effective use of marketing automation systems.

Digital
Demand
Center



We launched DDC in 2020, after 100+ successful marketing automation implementations, to cross pollinate B2B best practices. DDC quickly gives SMBs the firepower they need to consistently fill their sales funnel with well-educated buyers.

162

Products/Solutions
Successfully Launched

323

MILLION in Client
Equity/Acquisition Exits

214

MILLION Annual
Reoccurring Revenue

136

Successful Marketing
Automation
Implementations

About Gabriel Sales

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.



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

gabrielsales.com/testimonials/

Contact Us

**If you have any additional questions
and/or are ready for:**

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

contact us to schedule some time at:



ddc@gabrielsales.com

720-279-7511



gabrielsales.com

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