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B2BThe Traditional B2B Sales Funnel Has Evolved From A Predictable Linear Model To A Diverse And Entangled Path, While Marketers Must Still Find Ways To Engage Prospects At Each Step Along The Way.

They Draw From An Increasingly Large Pool Of Tactics, Surfacing A Wide Variety Of ... Mar 15th, 2024

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...The B2B Sales Process' Inherent Nature (a Longer Sales Cycle, Smaller Potential Client Pool, Higher Priced Purchases And Multiple Decision Makers)

Requires Multiple Touch Points With A Prospective Client.

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While A B2B Website Can Interest A Prospective Client To Do Business With You, It Should Also Be Guiding Them

Down The Sales Funnel. Living, Breathing Resource Center For Traditional And Digital Marketing Strategies,

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