Réinventer la conquête commerciale B2B à l'ère du client autonome

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HubSpot

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Solutions Engineer
HubSpot

#MSSGENAI

Vos prospects ne veulent plus vous parler

Une conquête commerciale toujours plus complexe

43 %

Des marketeurs déclarent rencontrer des difficultés à générer de nouveaux leads

Les équipes commerciales remontent des difficultés croissantes à initier des contacts directs avec leurs prospects et à atteindre leurs objectifs

Source : rapport HubSpot « Les clés de la performance commerciale en 2024 »

Un prospect digitalisé et informé….
….Mais surtout autonome et anonyme

96 %

Veulent faire leurs propres recherches.

71%

souhaitent rester autonomes tout au long
de leur processus d’achat.

75%

ne sont pas disposés à remplir un formulaire
de génération de leads pour accéder à du contenu.

Source : Rapport HubSpot « La performance commerciale en 2024 »

Croissance du volume d’achat B2B

+13,8%

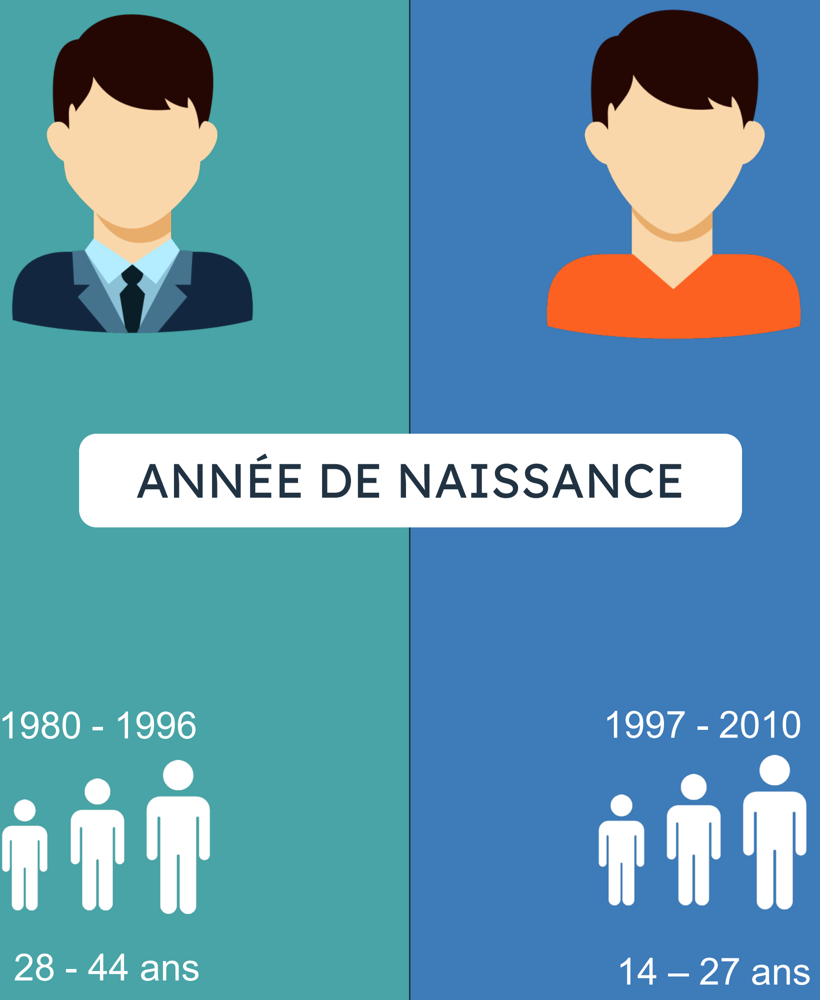
2023 vs. 2022

Source : Statista / Xerfi

64 %

les Milléniaux (Y) et les Zoomers (Z) représentent désormais 64% des acheteurs B2B

(Étude Forrester)



ANNÉE DE NAISSANCE

1980 - 1996

28 - 44 ans

1997 - 2010

14 – 27 ans

54%

des milléniaux affichent une préférence nette pour les expériences d’achat B2B en libre-service, écartant les commerciaux de leur parcours.

Enquête diffusée par la Harvard Business Review 2024

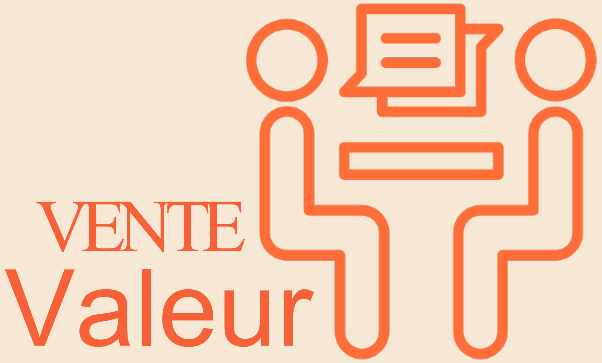
La conquête commerciale B2B est en pleine réinvention.

POLARISATION DU PARCOURS D'ACHAT

Cycles de vente courts, non complexes, vente transactionnelle

SELF
SERVICE

Cycles de vente plus longs ou plus complexes


VENTE
Valeur

DATA

- Analyses des comportements clients et signaux faibles
- Connaissance clients et enrichissement de la donnée

AUTOMATION

- Automatisation des tâches et gain de productivité
- Personnalisation à grande échelle

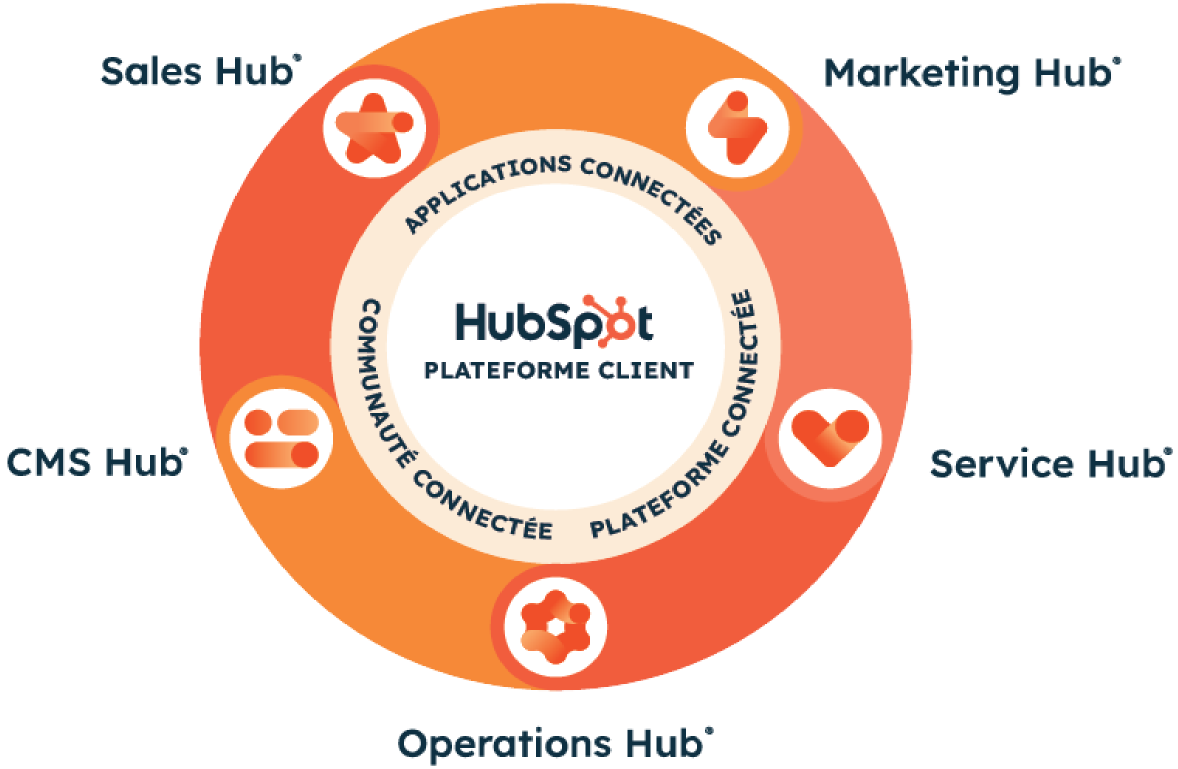
AI

- Chatbots conversationnel
- Analyse prédictive
- Recommandations et copilotage

le CRM devient la clé de voûte de ce nouveau commerce B2B

Plateforme client unifiée, optimisée par l’IA

CRM intelligent et solutions d’engagement client

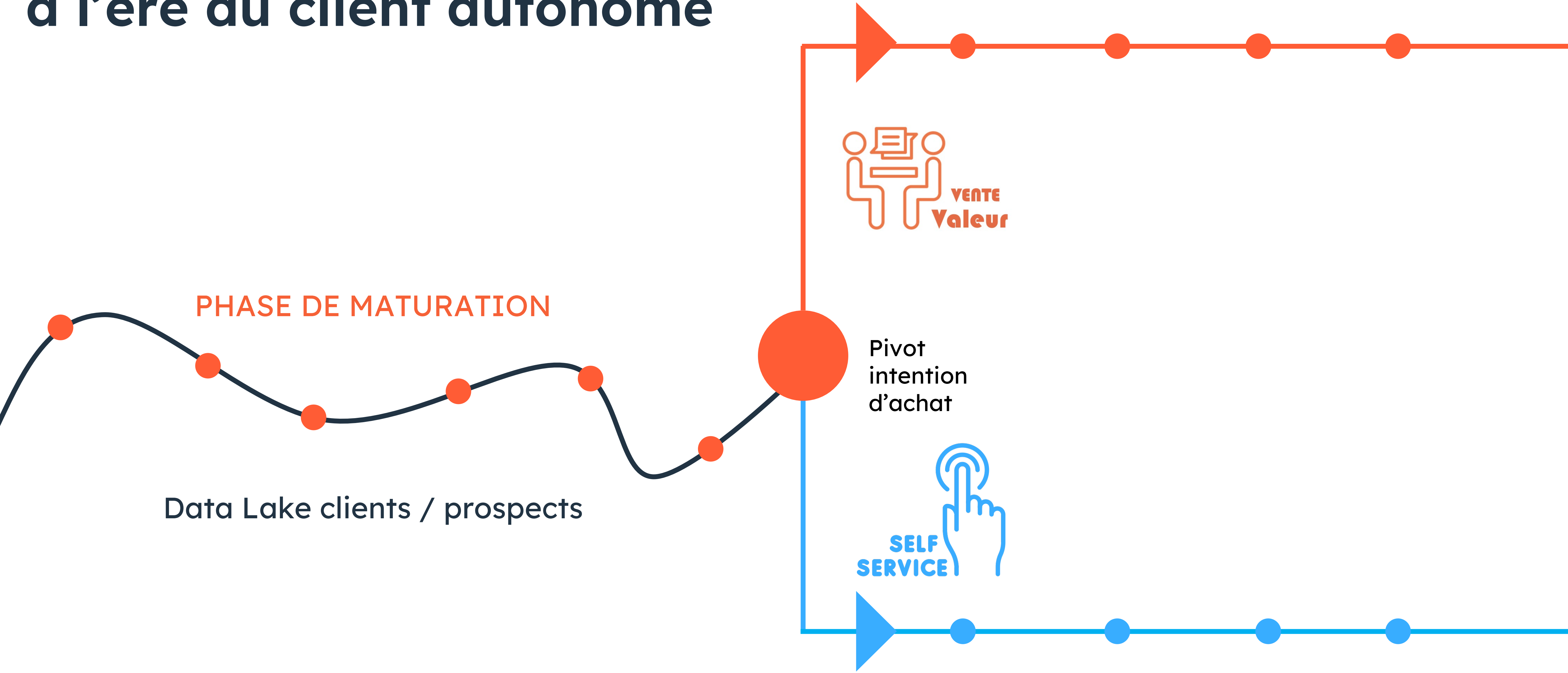

Sales Hub®
Marketing Hub®
CMS Hub®
Service Hub®
Operations Hub®
APPLICATIONS CONNECTÉES
COMMUNAUTÉ CONNECTÉE
PLATEFORME CONNECTÉE
HubSpot
PLATEFORME CLIENT

+ 205 000 clients

+ 7 400 collaborateurs

+ 1 500 intégrations

Parcours d’achat
à l’ère du client autonome



PHASE DE MATURATION

Data Lake clients / prospects

Pivot
intention
d’achat

VENTE
Valeur

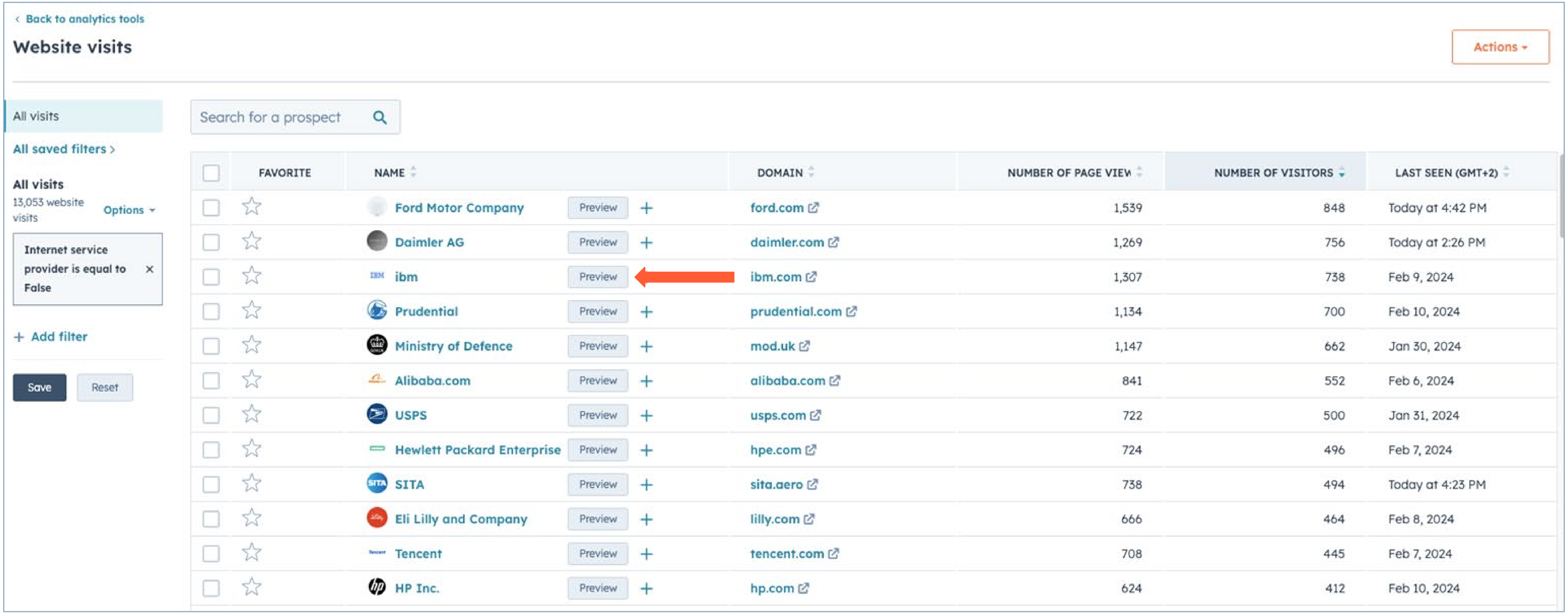
SELF
SERVICE

Parcours d’achat
à l’ère du client autonome

PHASE DE MATURATION
Data Lake clients / prospects

Enjeux

- Capter et analyser les informations non structurées , les comportements et signaux faibles
- Détecter les potentiels
- Prioriser et guider les activités commerciales vers les prospects les plus engagés.
- Rendre disponibles les ressources nécessaires pour faire avancer la réflexion et avancer dans le parcours d’achat



< Back to analytics tools

Website visits

Actions
All visits
All saved filters >

All visits

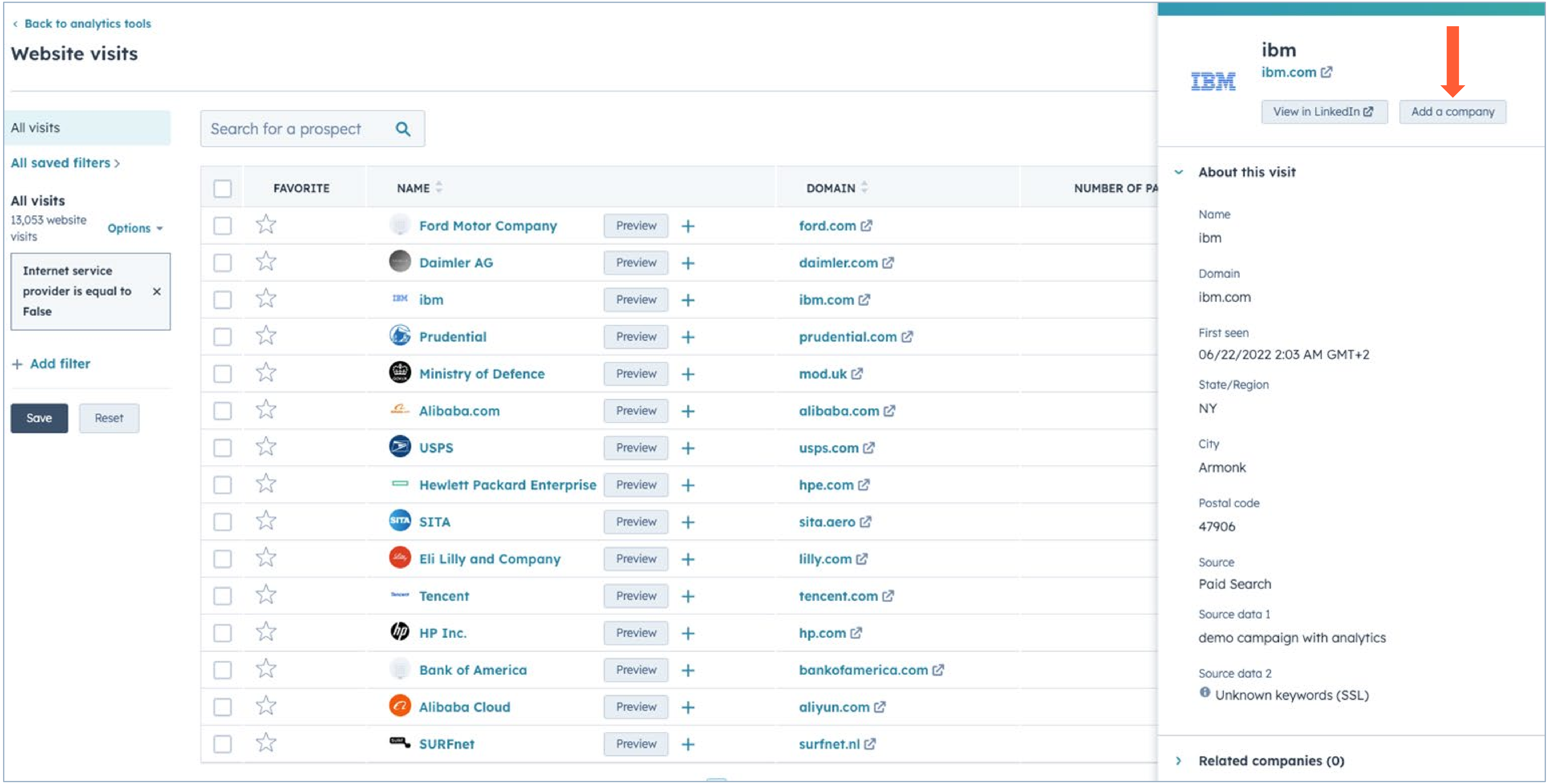
13,053 website visits

Options

Internet service provider is equal to False ✕

+ Add filter
Save
Reset
Search for a prospect

☐	FAVORITE	NAME	DOMAIN	NUMBER OF PAGE VIEW	NUMBER OF VISITORS	LAST SEEN (GMT+2)
☐	☆	Ford Motor Company	ford.com	1,539	848	Today at 4:42 PM
☐	☆	Daimler AG	daimler.com	1,269	756	Today at 2:26 PM
☐	☆	ibm	ibm.com	1,307	738	Feb 9, 2024
☐	☆	Prudential	prudential.com	1,134	700	Feb 10, 2024
☐	☆	Ministry of Defence	mod.uk	1,147	662	Jan 30, 2024
☐	☆	Alibaba.com	alibaba.com	841	552	Feb 6, 2024
☐	☆	USPS	usps.com	722	500	Jan 31, 2024
☐	☆	Hewlett Packard Enterprise	hpe.com	724	496	Feb 7, 2024
☐	☆	SITA	sita.aero	738	494	Today at 4:23 PM
☐	☆	Eli Lilly and Company	lilly.com	666	464	Feb 8, 2024
☐	☆	Tencent	tencent.com	708	445	Feb 7, 2024
☐	☆	HP Inc.	hp.com	624	412	Feb 10, 2024



‹ Back to analytics tools

Website visits

All visits

All saved filters ›

All visits
13,053 website visits
Options ▾

Internet service provider is equal to False ✕

+ Add filter

Save
Reset

Search for a prospect

☐	FAVORITE	NAME			DOMAIN	NUMBER OF PA
☐	☆	Ford Motor Company	Preview	+	ford.com	
☐	☆	Daimler AG	Preview	+	daimler.com	
☐	☆	ibm	Preview	+	ibm.com	
☐	☆	Prudential	Preview	+	prudential.com	
☐	☆	Ministry of Defence	Preview	+	mod.uk	
☐	☆	Alibaba.com	Preview	+	alibaba.com	
☐	☆	USPS	Preview	+	usps.com	
☐	☆	Hewlett Packard Enterprise	Preview	+	hpe.com	
☐	☆	SITA	Preview	+	sita.aero	
☐	☆	Eli Lilly and Company	Preview	+	lilly.com	
☐	☆	Tencent	Preview	+	tencent.com	
☐	☆	HP Inc.	Preview	+	hp.com	
☐	☆	Bank of America	Preview	+	bankofamerica.com	
☐	☆	Alibaba Cloud	Preview	+	aliyun.com	
☐	☆	SURFnet	Preview	+	surfnet.nl	

ibm
ibm.com

View in LinkedIn
Add a company

About this visit

Name
ibm

Domain
ibm.com

First seen
06/22/2022 2:03 AM GMT+2

State/Region
NY

City
Armonk

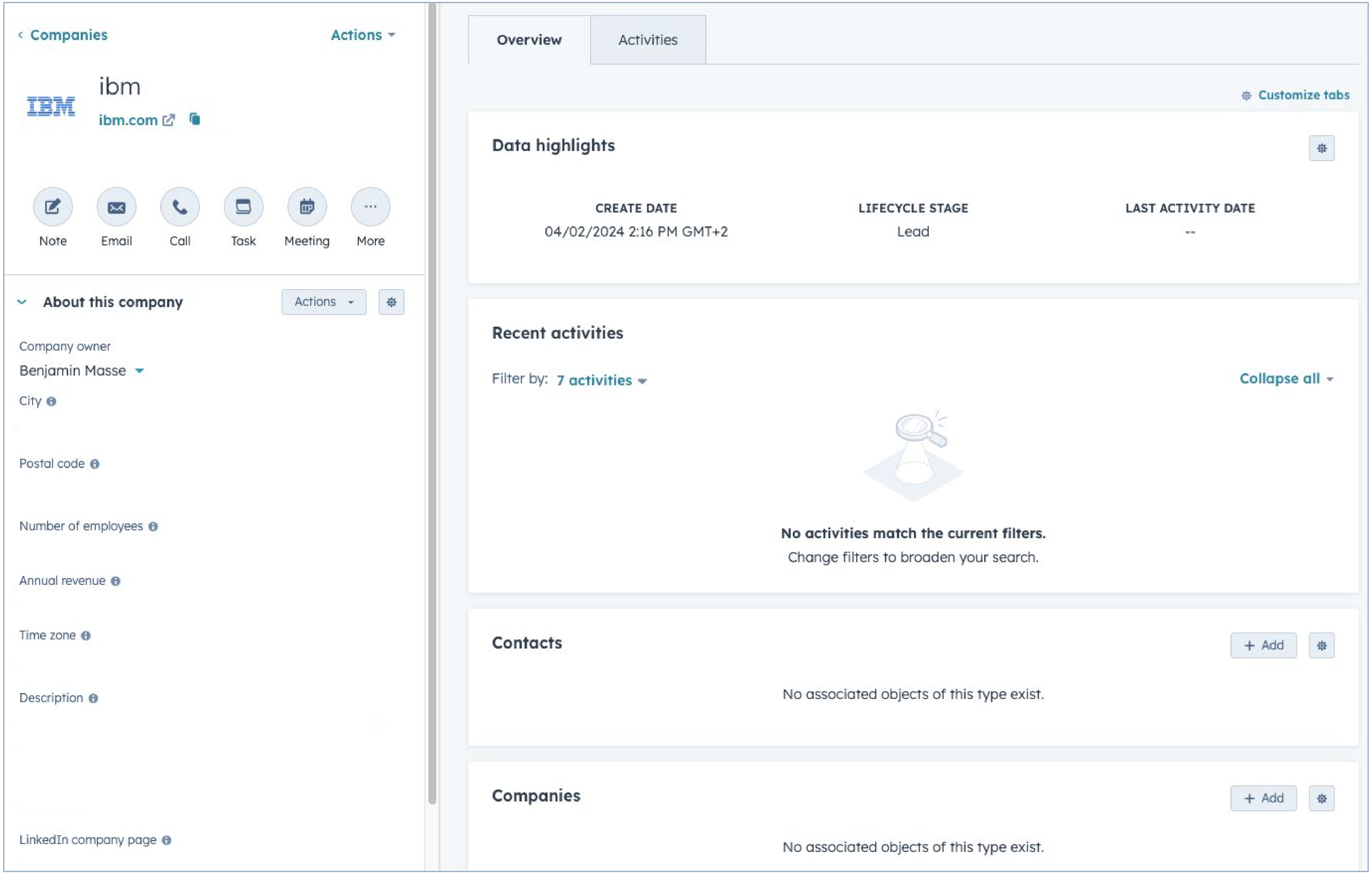
Postal code
47906

Source
Paid Search

Source data 1
demo campaign with analytics

Source data 2
Unknown keywords (SSL)

Related companies (0)



‹ Companies
Actions
Overview
Activities
Customize tabs

ibm

ibm.com

Note
Email
Call
Task
Meeting
More

Data highlights

CREATE DATE	LIFECYCLE STAGE	LAST ACTIVITY DATE
04/02/2024 2:16 PM GMT+2	Lead	--

About this company

Actions

Company owner
Benjamin Masse

City

Postal code

Number of employees

Annual revenue

Time zone

Description

LinkedIn company page

Recent activities

Filter by: 7 activities

Collapse all

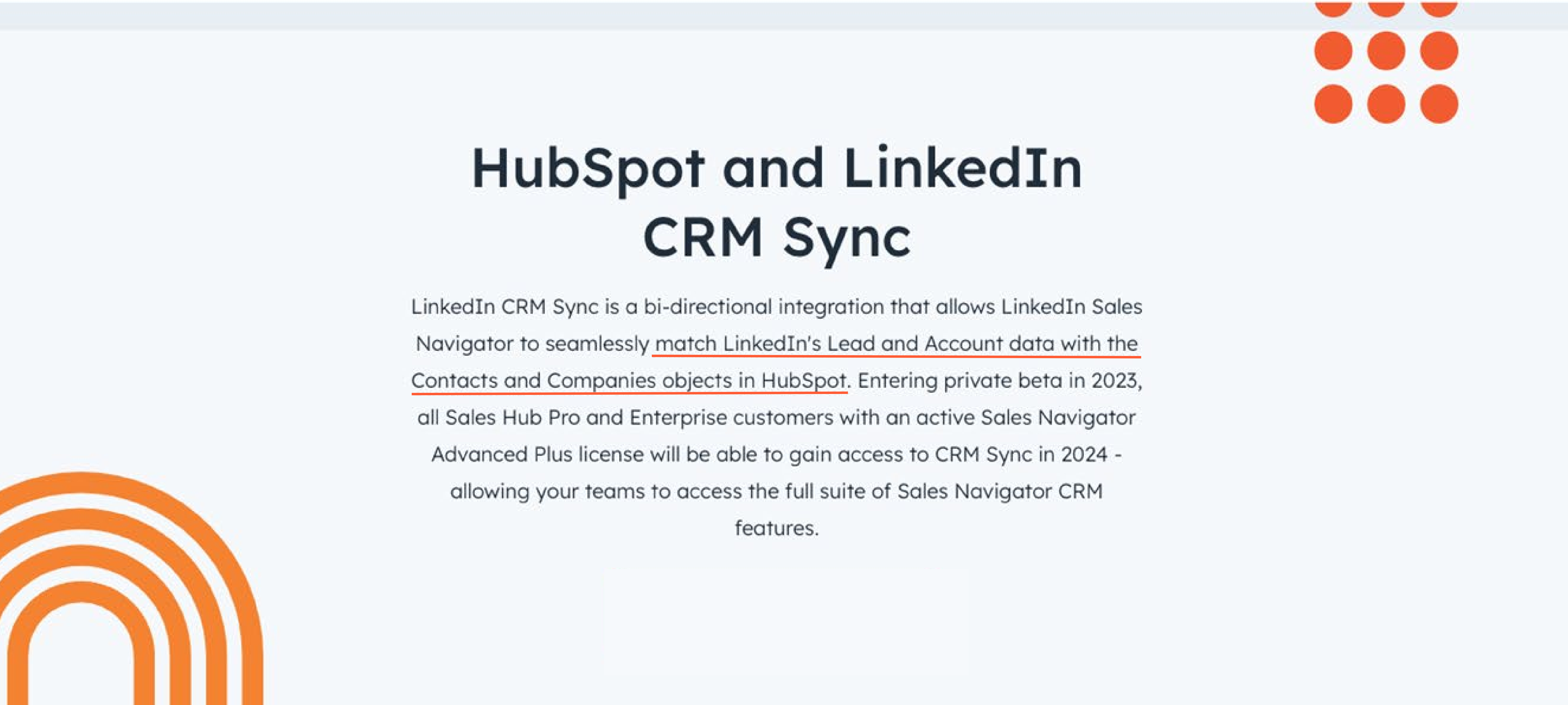
No activities match the current filters.
Change filters to broaden your search.

Contacts

No associated objects of this type exist.

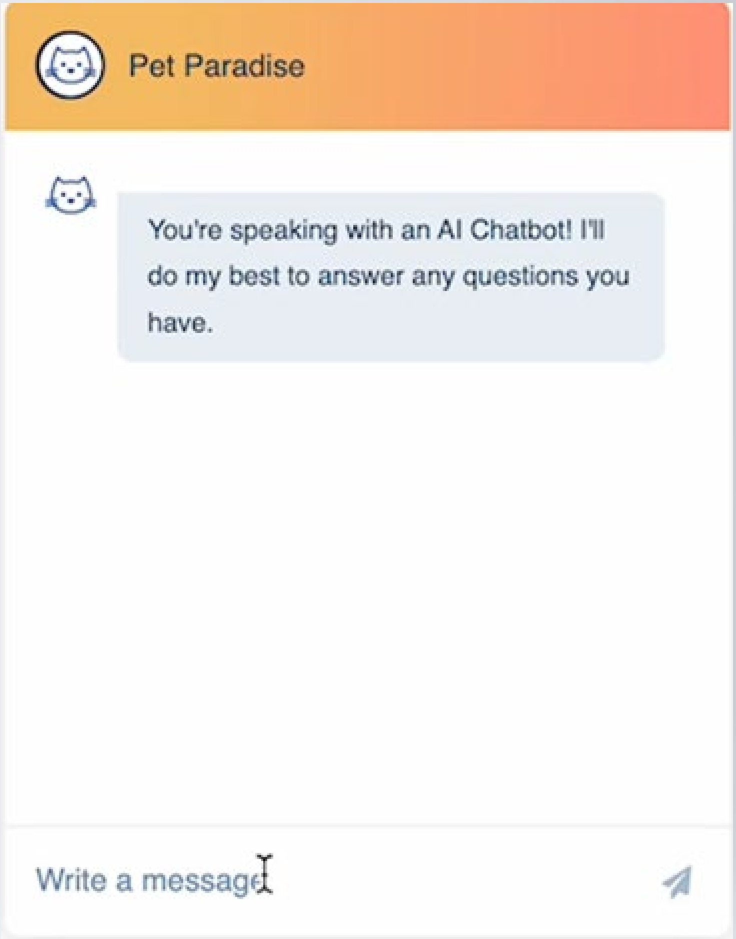
Companies

No associated objects of this type exist.



HubSpot and LinkedIn CRM Sync

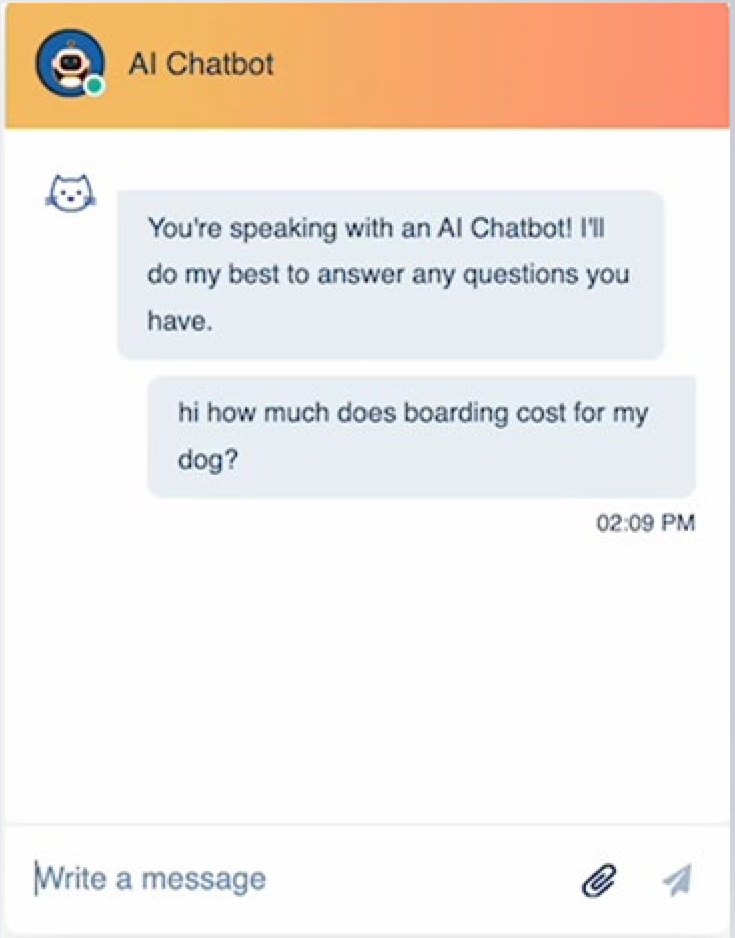
LinkedIn CRM Sync is a bi-directional integration that allows LinkedIn Sales Navigator to seamlessly match LinkedIn's Lead and Account data with the Contacts and Companies objects in HubSpot. Entering private beta in 2023, all Sales Hub Pro and Enterprise customers with an active Sales Navigator Advanced Plus license will be able to gain access to CRM Sync in 2024 - allowing your teams to access the full suite of Sales Navigator CRM features.



Pet Paradise

You're speaking with an AI Chatbot! I'll do my best to answer any questions you have.

Write a message

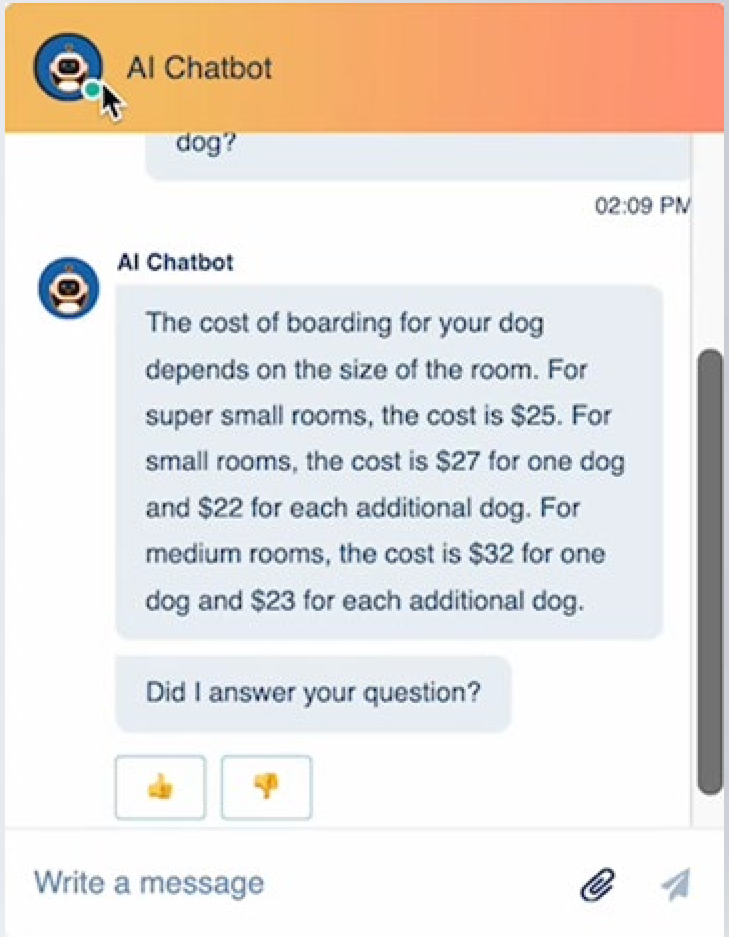

AI Chatbot

You're speaking with an AI Chatbot! I'll do my best to answer any questions you have.

hi how much does boarding cost for my dog?

02:09 PM

Write a message



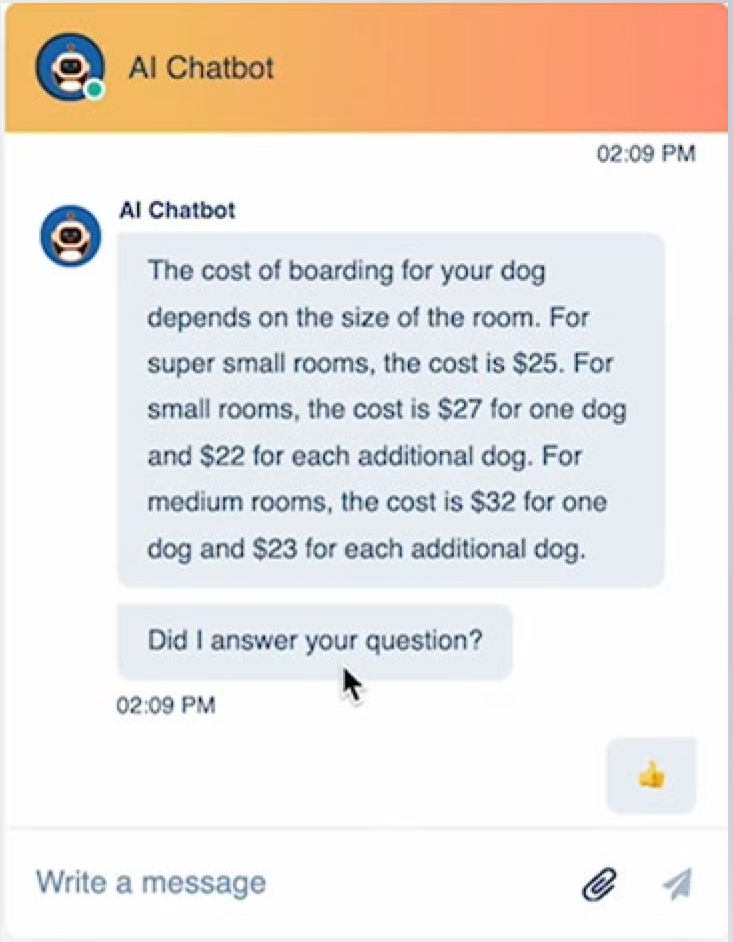
dog?

02:09 PM

AI Chatbot

The cost of boarding for your dog depends on the size of the room. For super small rooms, the cost is $25. For small rooms, the cost is $27 for one dog and $22 for each additional dog. For medium rooms, the cost is $32 for one dog and $23 for each additional dog.

Did I answer your question?



AI Chatbot
02:09 PM

AI Chatbot

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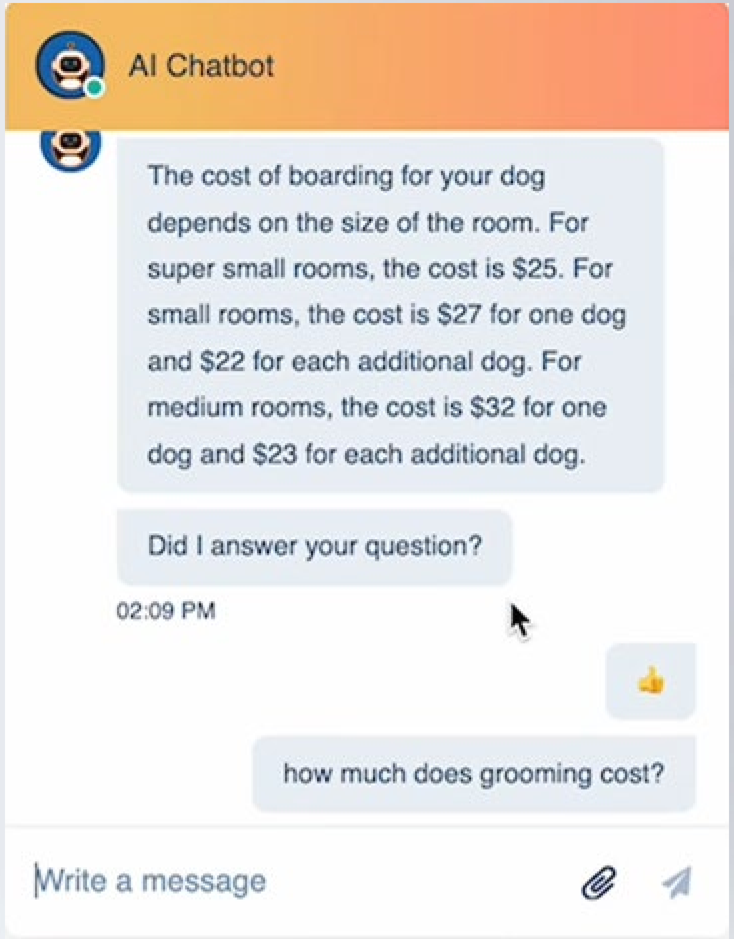
Did I answer your question?

02:09 PM

👍

Write a message



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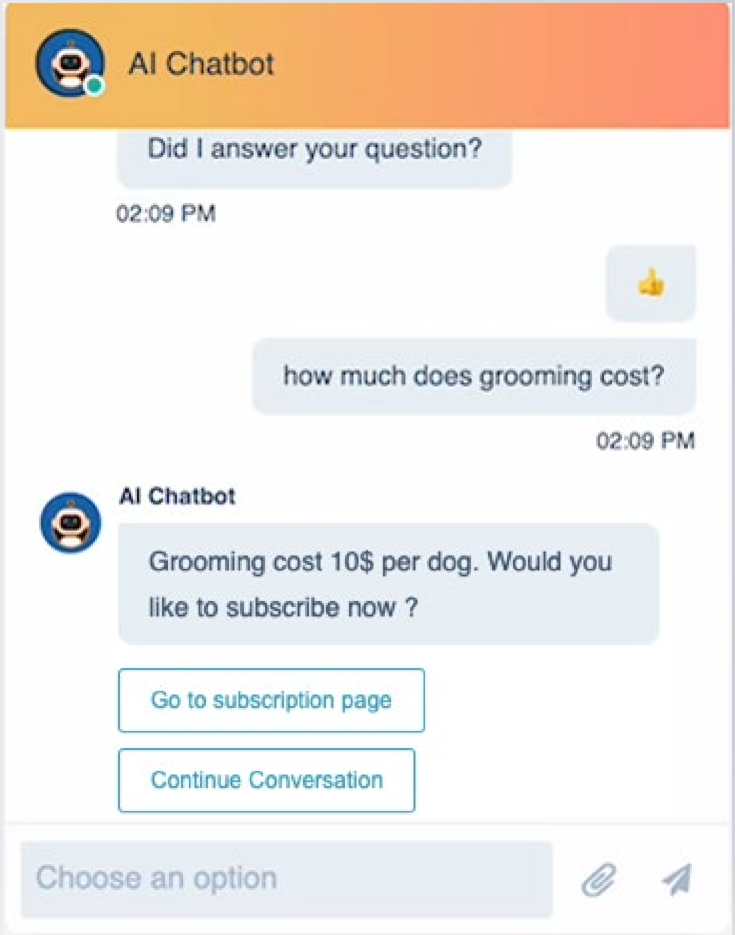
Did I answer your question?

02:09 PM

👍

how much does grooming cost?



AI Chatbot

Did I answer your question?

02:09 PM

👍

how much does grooming cost?

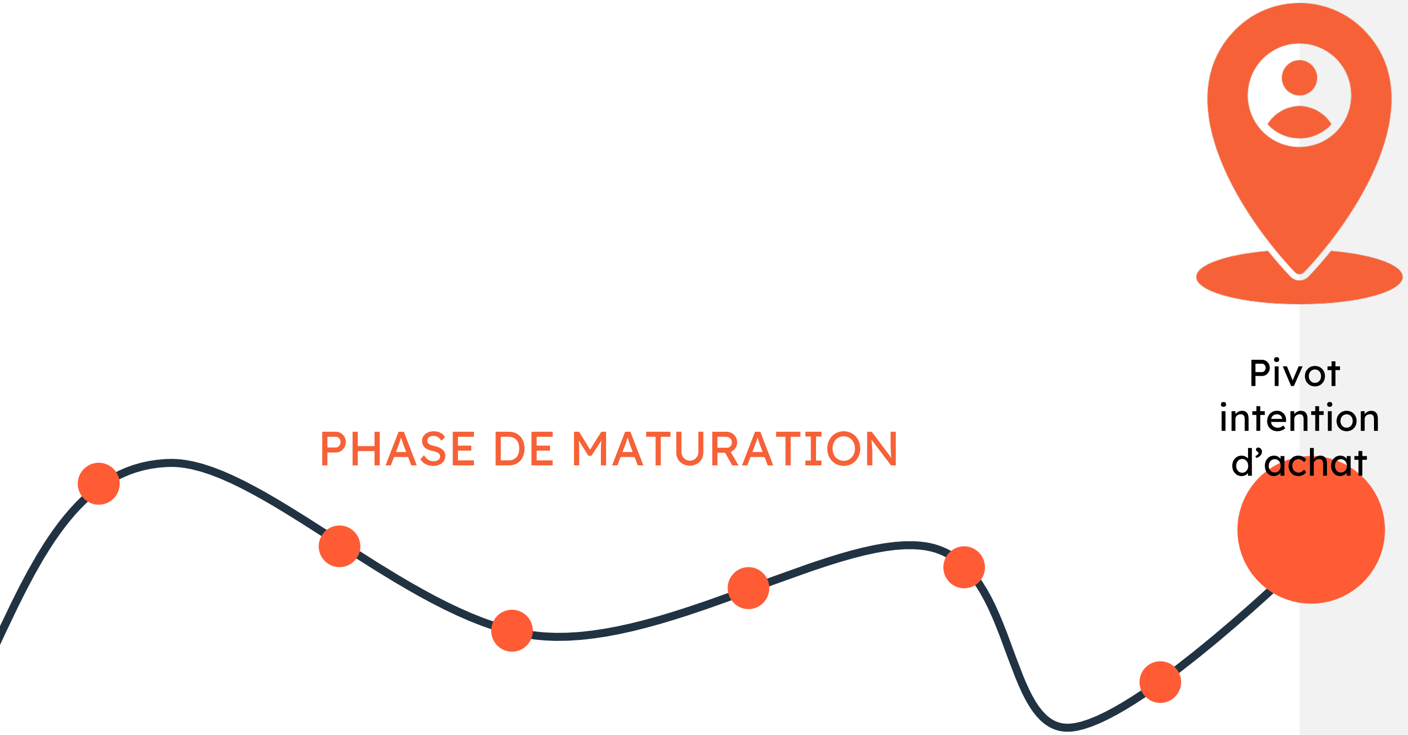
02:09 PM

AI Chatbot

Grooming cost 10$ per dog. Would you like to subscribe now ?

Go to subscription page
Continue Conversation
Choose an option

Parcours d’achat
à l’ère du client autonome


Pivot
intention
d’achat
PHASE DE MATURATION

Data Lake clients / prospects

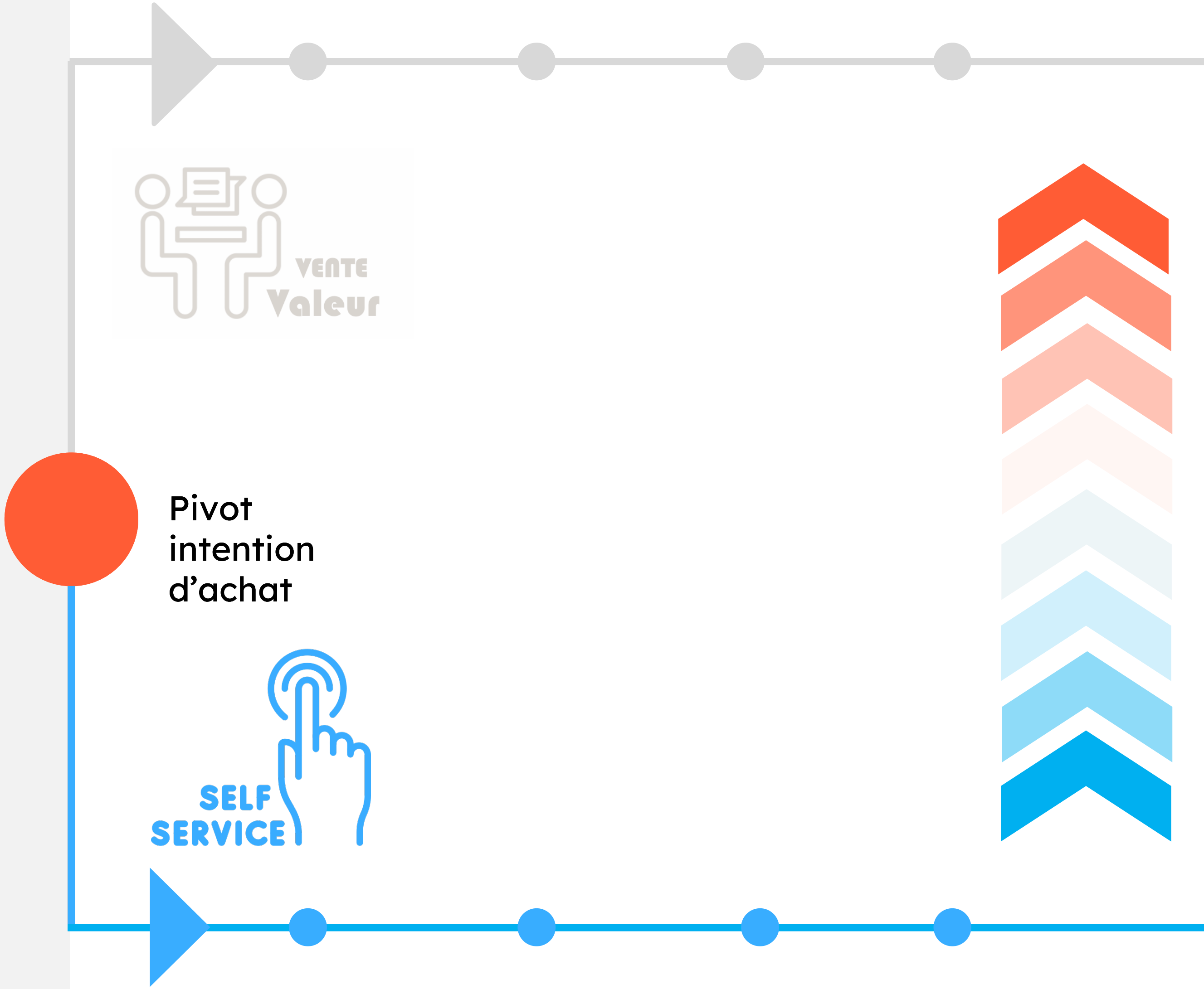
Enjeux

- Analyser la nature du besoin
- Distinguer dynamiquement les parcours « Self-service » / « Vente valeur »

Parcours d'achat
à l'ère du client autonome

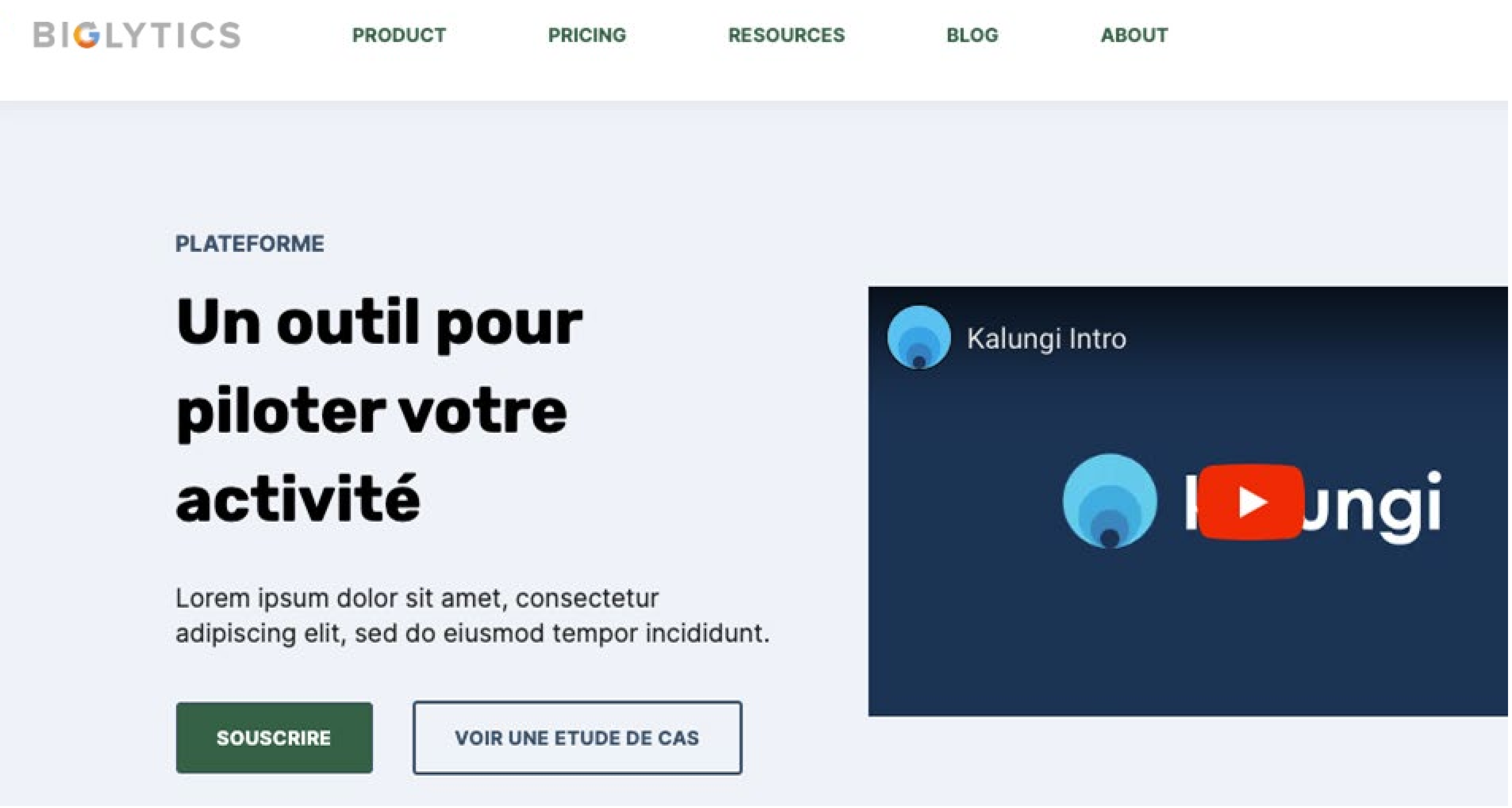
Enjeux

- Offrir un environnement maîtrisé, sans friction et hautement personnalisé.
- Baliser le parcours pour éviter la perte d'opportunité
- Offrir une mécanique d'achat e-commerce robuste et sécurisée
- Rester agile et proposer des passerelles pour renvoyer vers un commercial si besoin



Pivot
intention
d'achat

Pour mes CEO

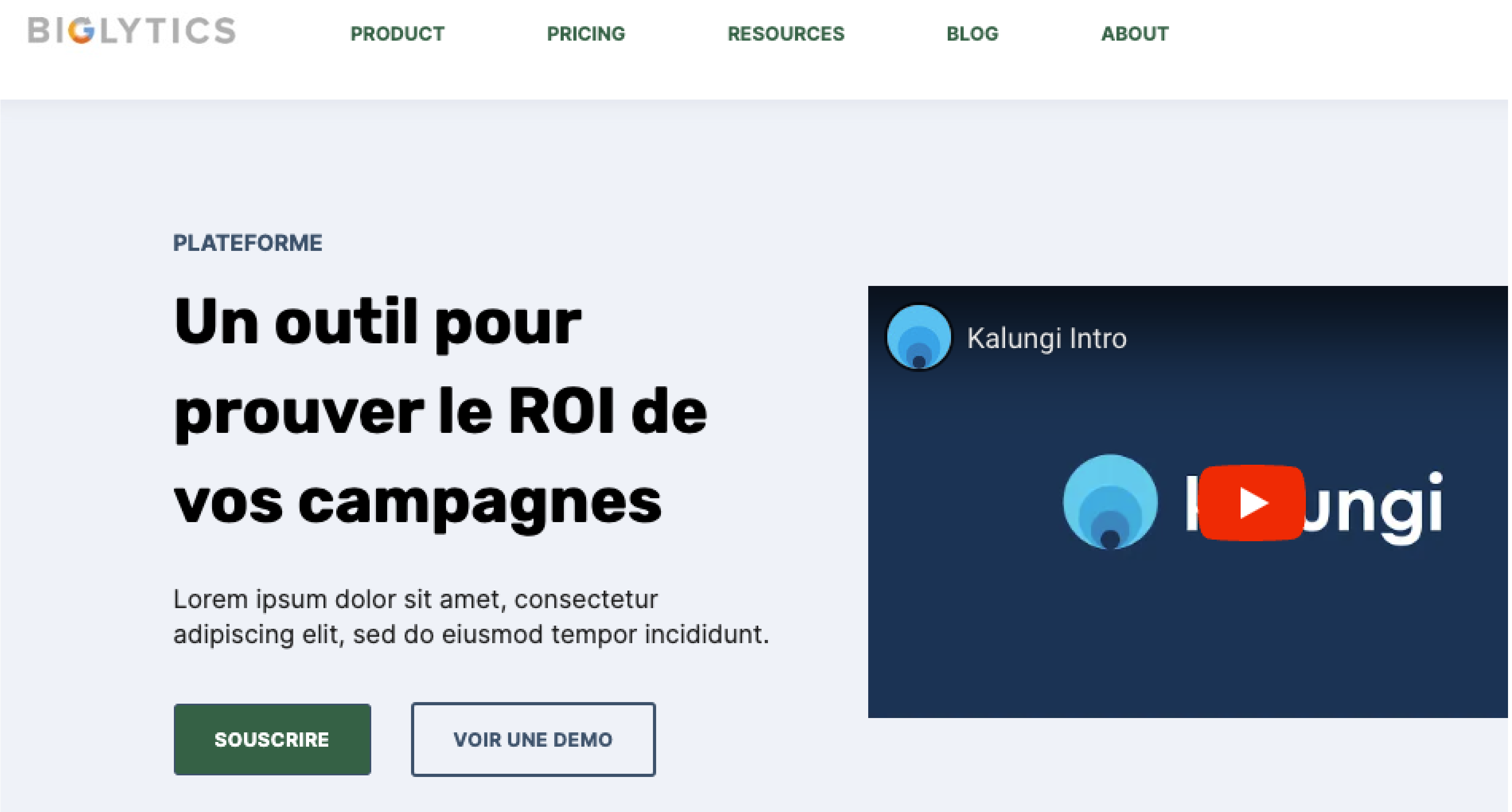

BIGLYTICS
PRODUCT
PRICING
RESOURCES
BLOG
ABOUT
Kalungi Intro
SOUSCRIRE
VOIR UNE ETUDE DE CAS

PLATEFORME

Un outil pour piloter votre activité

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Pour mes CMO


BIGLYTICS
PRODUCT
PRICING
RESOURCES
BLOG
ABOUT
Kalungi Intro
SOUSCRIRE
VOIR UNE DEMO

PLATEFORME

Un outil pour prouver le ROI de vos campagnes

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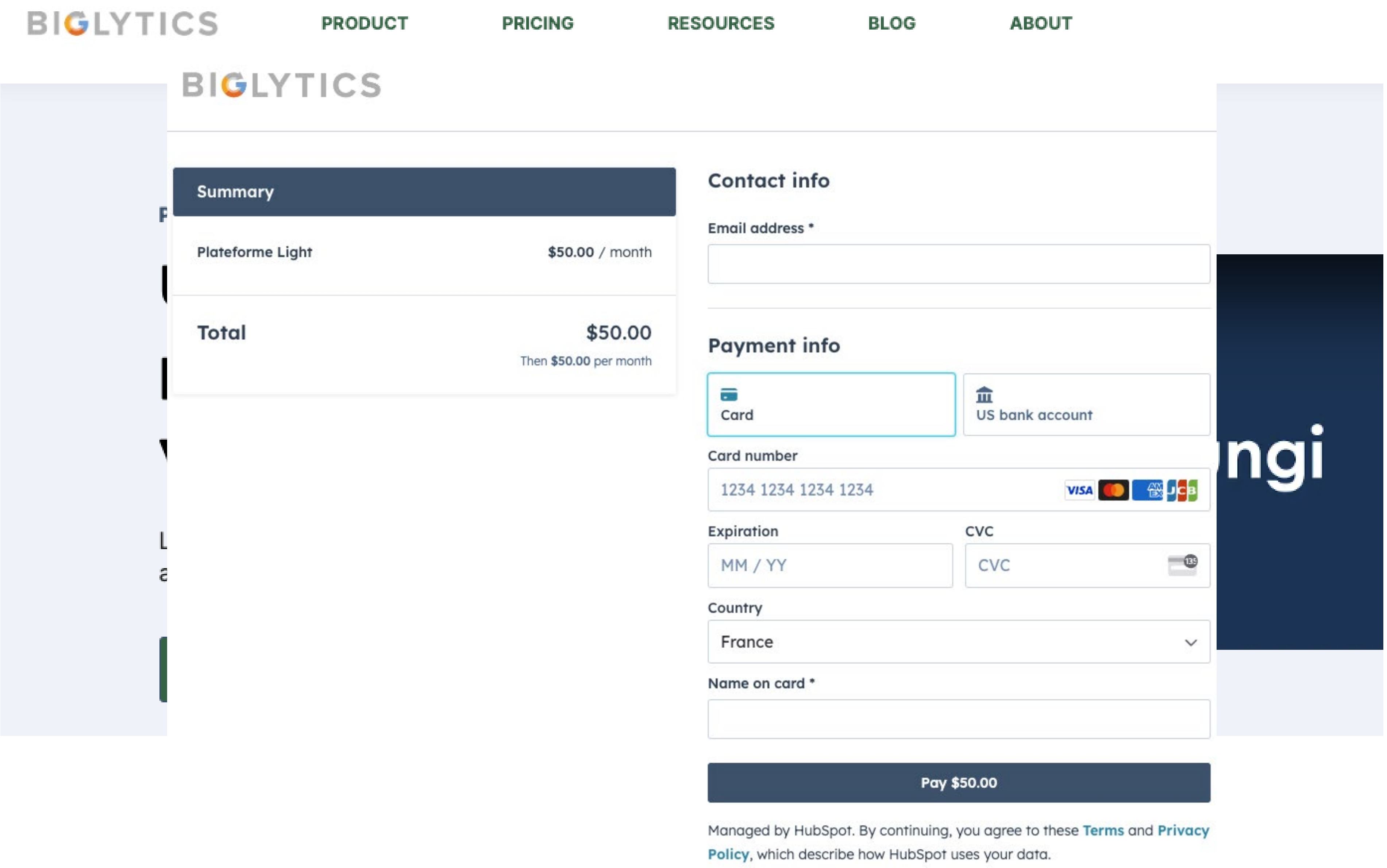

BIGLYTICS
PRODUCT
PRICING
RESOURCES
BLOG
ABOUT
BIGLYTICS
Card
US bank account
Pay $50.00

Summary

Plateforme Light	$50.00 / month
Total	**$50.00** Then $50.00 per month

Contact info

Email address *

Payment info

Card number: 1234 1234 1234 1234

Expiration: MM / YY

CVC: CVC

Country: France

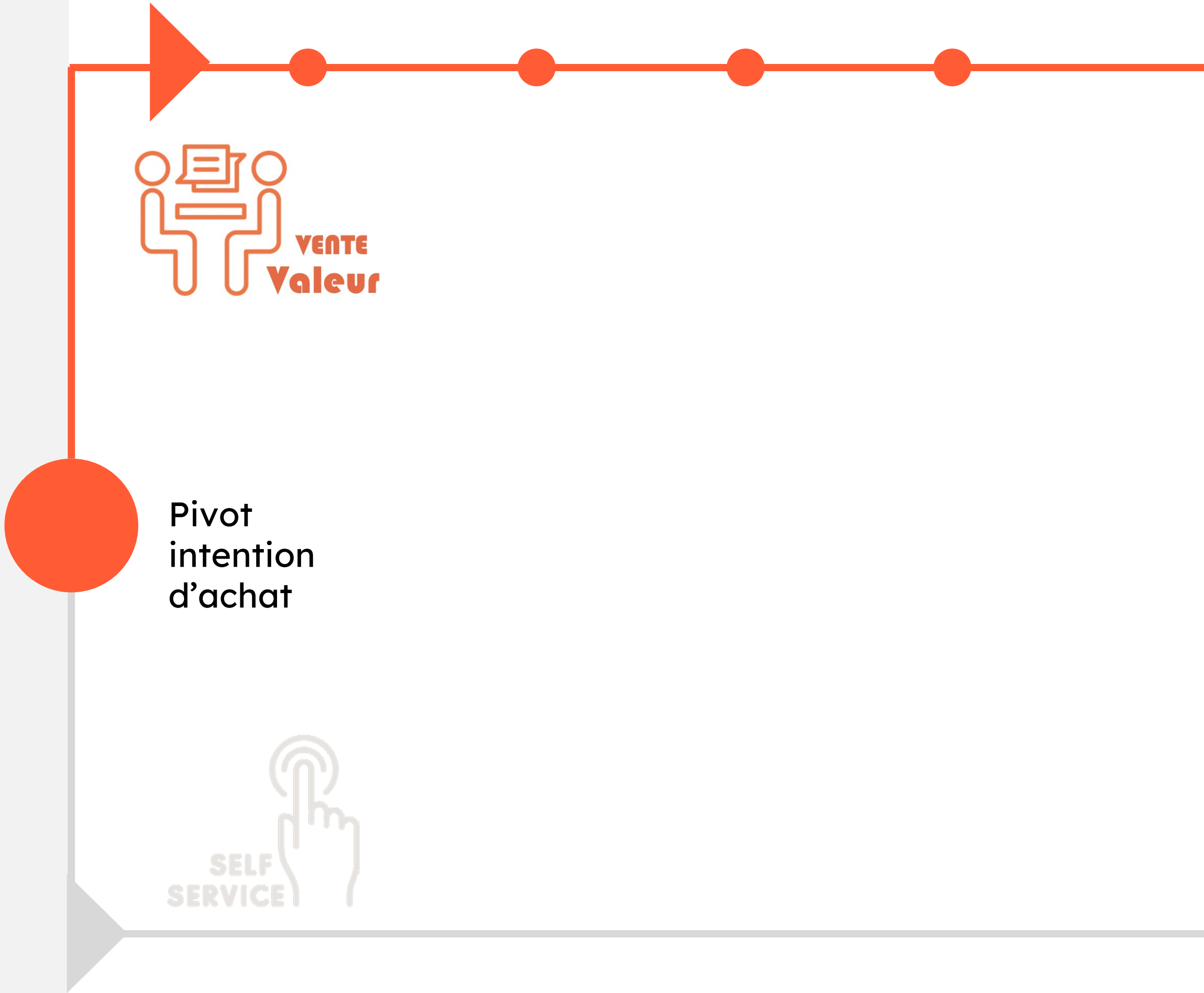
Name on card *

Managed by HubSpot. By continuing, you agree to these Terms and Privacy Policy, which describe how HubSpot uses your data.

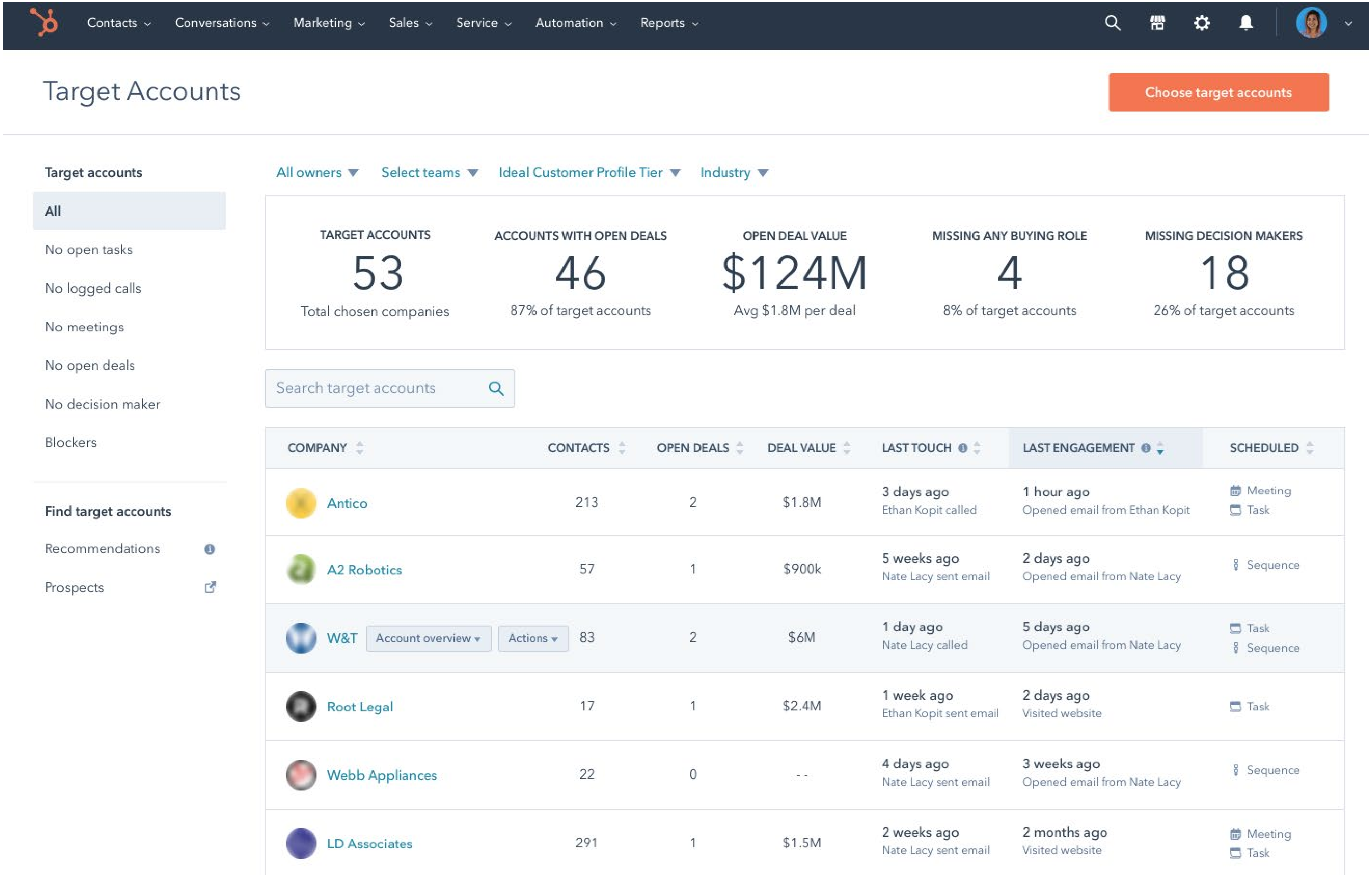
Parcours d'achat
à l'ère du client autonome

Enjeux

- Fournir des recommandations sur les actions à entreprendre avec une échelle de priorité (high / medium / low)
- Connaissance accrue des comptes, enjeux, décisionnaires, interactions, comportements….pour être pertinent et délivrer la bonne info au bon moment et créer une relation forte avec ses clients



Pivot
intention
d'achat


Contacts
Conversations
Marketing
Sales
Service
Automation
Reports
Choose target accounts
All owners
Select teams
Ideal Customer Profile Tier
Industry
Search target accounts
Account overview
Actions

Target Accounts

Target accounts

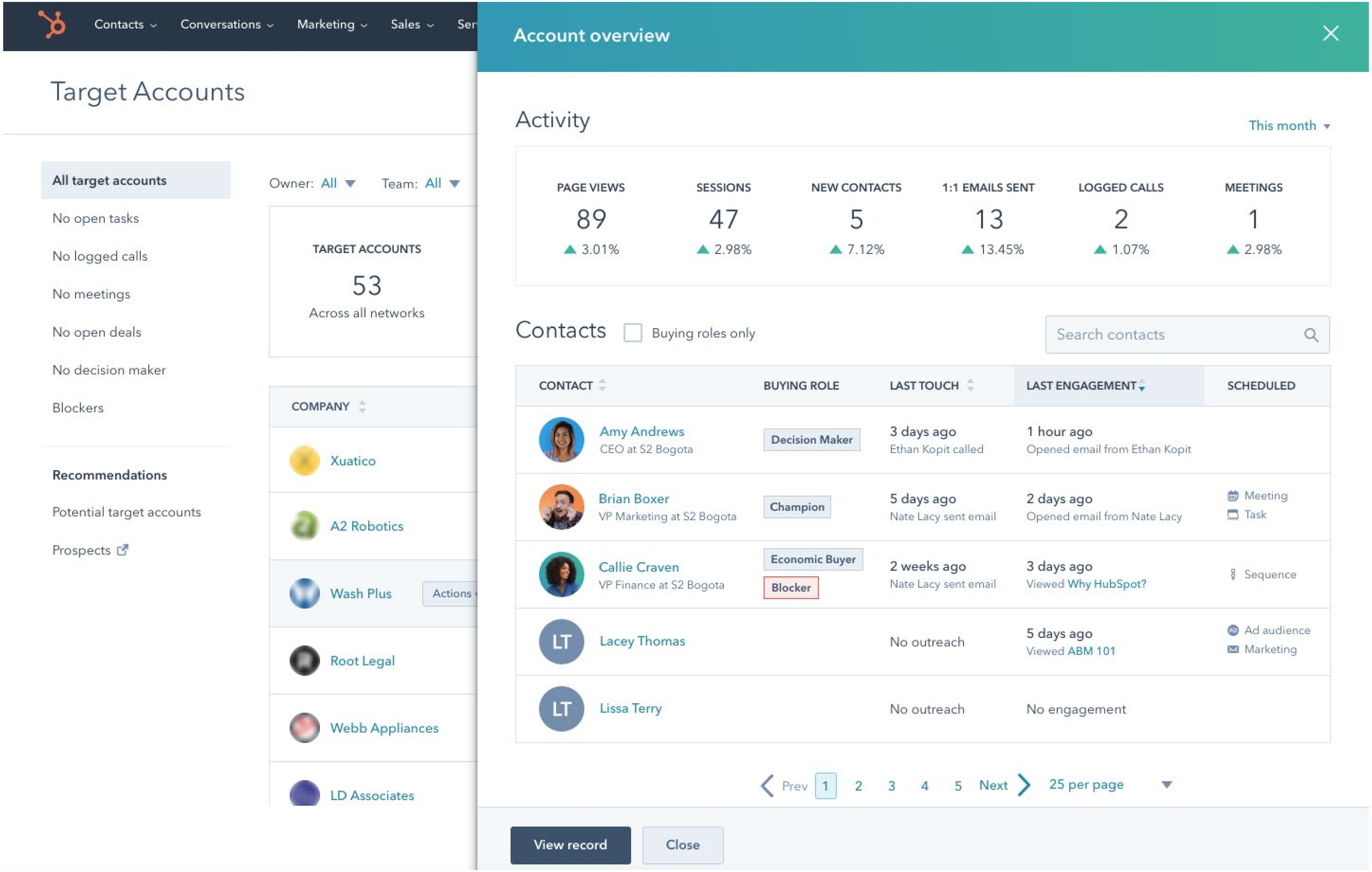
- All
- No open tasks
- No logged calls
- No meetings
- No open deals
- No decision maker
- Blockers

Find target accounts

- Recommendations
- Prospects

TARGET ACCOUNTS	ACCOUNTS WITH OPEN DEALS	OPEN DEAL VALUE	MISSING ANY BUYING ROLE	MISSING DECISION MAKERS
53	46	$124M	4	18
Total chosen companies	87% of target accounts	Avg $1.8M per deal	8% of target accounts	26% of target accounts

COMPANY	CONTACTS	OPEN DEALS	DEAL VALUE	LAST TOUCH	LAST ENGAGEMENT	SCHEDULED
Antico	213	2	$1.8M	3 days ago Ethan Kopit called	1 hour ago Opened email from Ethan Kopit	Meeting Task
A2 Robotics	57	1	$900k	5 weeks ago Nate Lacy sent email	2 days ago Opened email from Nate Lacy	Sequence
W&T	83	2	$6M	1 day ago Nate Lacy called	5 days ago Opened email from Nate Lacy	Task Sequence
Root Legal	17	1	$2.4M	1 week ago Ethan Kopit sent email	2 days ago Visited website	Task
Webb Appliances	22	0	- -	4 days ago Nate Lacy sent email	3 weeks ago Opened email from Nate Lacy	Sequence
LD Associates	291	1	$1.5M	2 weeks ago Nate Lacy sent email	2 months ago Visited website	Meeting Task


Contacts
Conversations
Marketing
Sales
Ser
All target accounts
No open tasks
No logged calls
No meetings
No open deals
No decision maker
Blockers
Recommendations
Potential target accounts
Prospects
Owner: All
Team: All
Actions
This month
Search contacts
Prev
1
2
3
4
5
Next
25 per page
View record
Close

Target Accounts

TARGET ACCOUNTS
53
Across all networks

COMPANY
Xuatico
A2 Robotics
Wash Plus
Root Legal
Webb Appliances
LD Associates

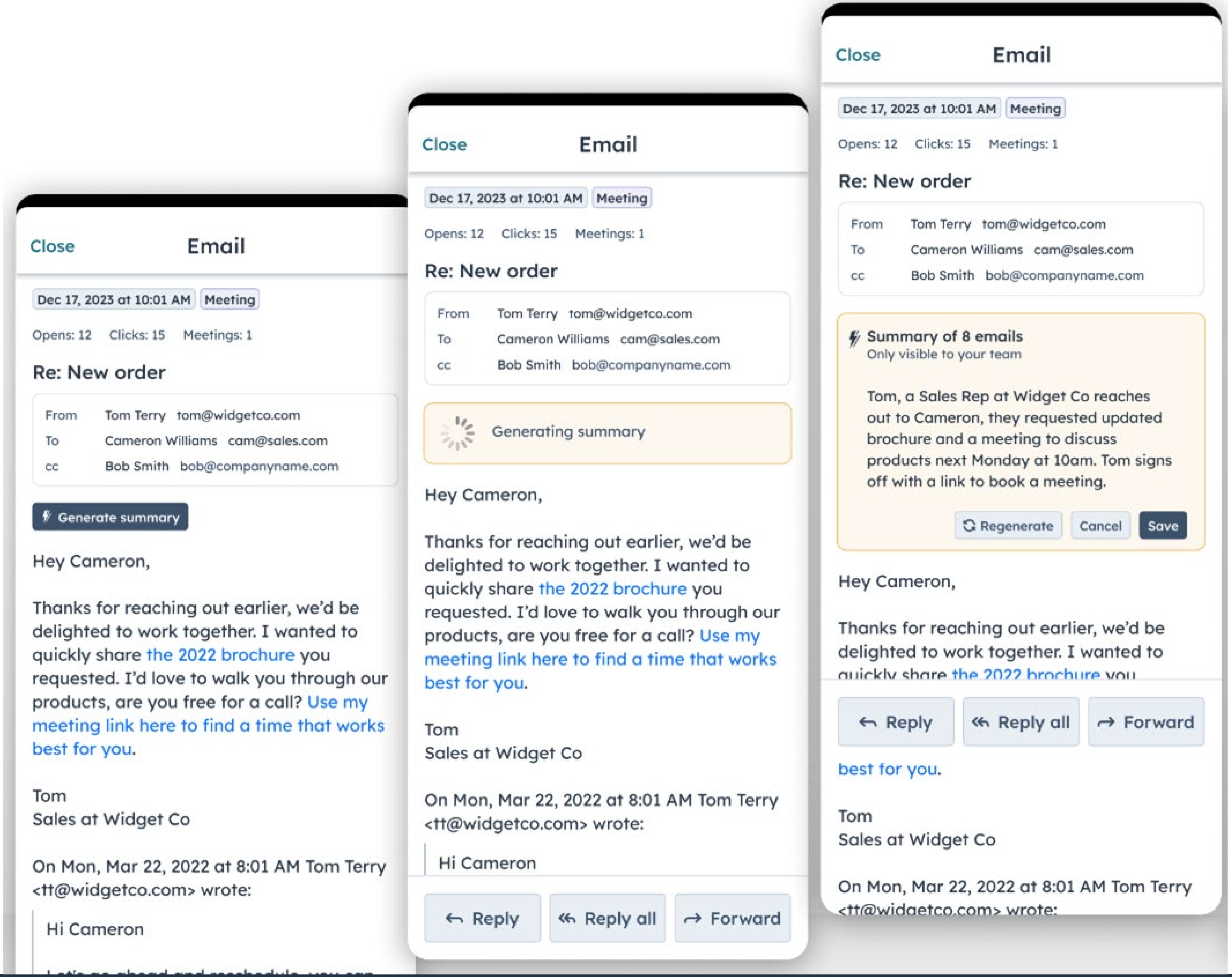
Account overview

Activity

PAGE VIEWS	SESSIONS	NEW CONTACTS	1:1 EMAILS SENT	LOGGED CALLS	MEETINGS
89	47	5	13	2	1
▲ 3.01%	▲ 2.98%	▲ 7.12%	▲ 13.45%	▲ 1.07%	▲ 2.98%

Contacts ☐ Buying roles only

CONTACT	BUYING ROLE	LAST TOUCH	LAST ENGAGEMENT	SCHEDULED
Amy Andrews CEO at S2 Bogota	Decision Maker	3 days ago Ethan Kopit called	1 hour ago Opened email from Ethan Kopit	
Brian Boxer VP Marketing at S2 Bogota	Champion	5 days ago Nate Lacy sent email	2 days ago Opened email from Nate Lacy	Meeting Task
Callie Craven VP Finance at S2 Bogota	Economic Buyer Blocker	2 weeks ago Nate Lacy sent email	3 days ago Viewed Why HubSpot?	Sequence
LT Lacey Thomas		No outreach	5 days ago Viewed ABM 101	Ad audience Marketing
LT Lissa Terry		No outreach	No engagement	



Dec 17, 2023 at 10:01 AM Meeting

Opens: 12 Clicks: 15 Meetings: 1

Re: New order

From Tom Terry tom@widgetco.com
To Cameron Williams cam@sales.com
cc Bob Smith bob@companyname.com

Hey Cameron,

Thanks for reaching out earlier, we'd be delighted to work together. I wanted to quickly share the 2022 brochure you requested. I'd love to walk you through our products, are you free for a call? Use my meeting link here to find a time that works best for you.

Tom
Sales at Widget Co

On Mon, Mar 22, 2022 at 8:01 AM Tom Terry <tt@widgetco.com> wrote:

> Hi Cameron

Dec 17, 2023 at 10:01 AM Meeting

Opens: 12 Clicks: 15 Meetings: 1

Re: New order

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To Cameron Williams cam@sales.com
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Generating summary

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Opens: 12 Clicks: 15 Meetings: 1

Re: New order

From Tom Terry tom@widgetco.com
To Cameron Williams cam@sales.com
cc Bob Smith bob@companyname.com

Summary of 8 emails
Only visible to your team

Tom, a Sales Rep at Widget Co reaches out to Cameron, they requested updated brochure and a meeting to discuss products next Monday at 10am. Tom signs off with a link to book a meeting.

Hey Cameron,

Thanks for reaching out earlier, we'd be delighted to work together. I wanted to quickly share the 2022 brochure you

best for you.

Tom
Sales at Widget Co

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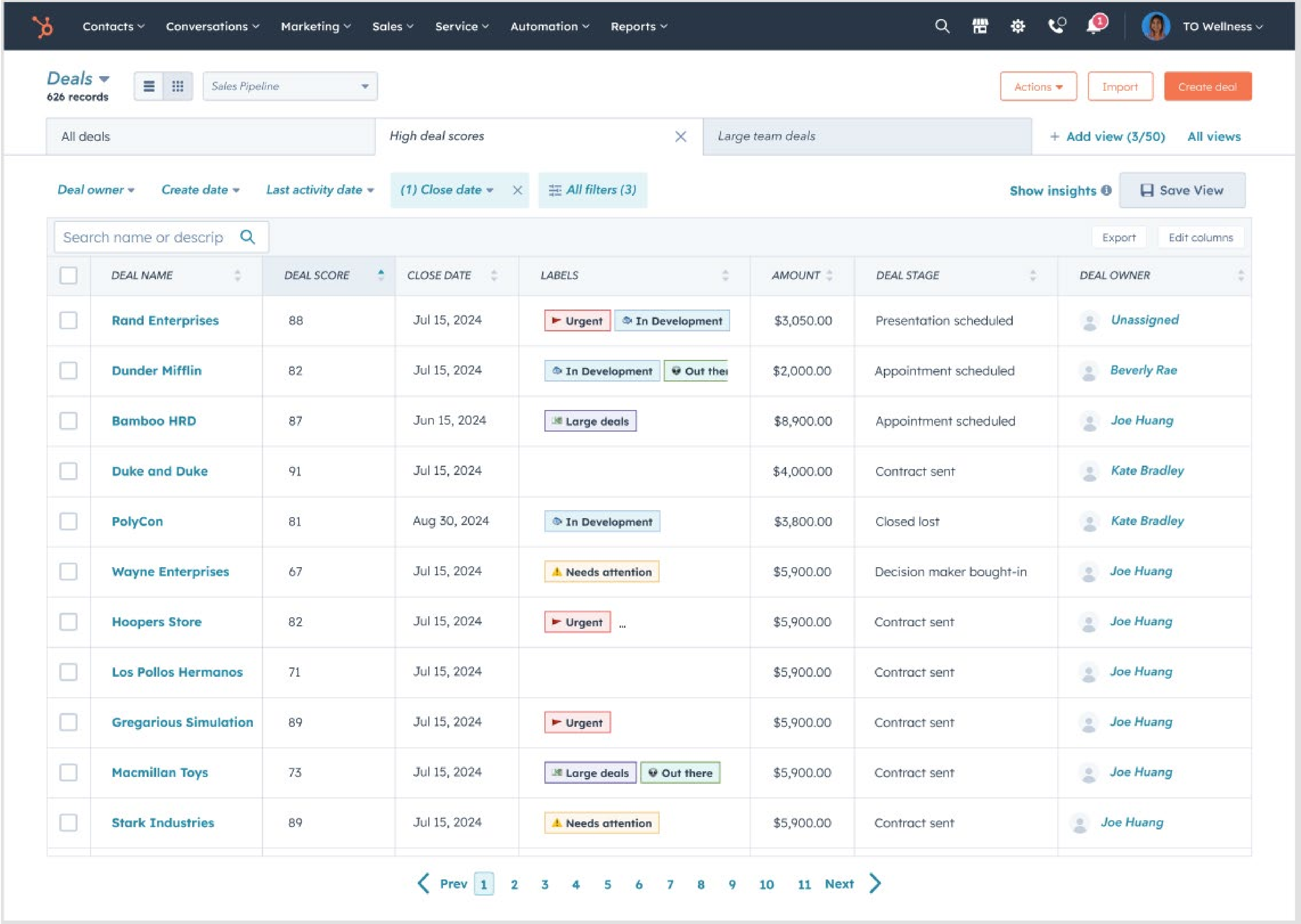
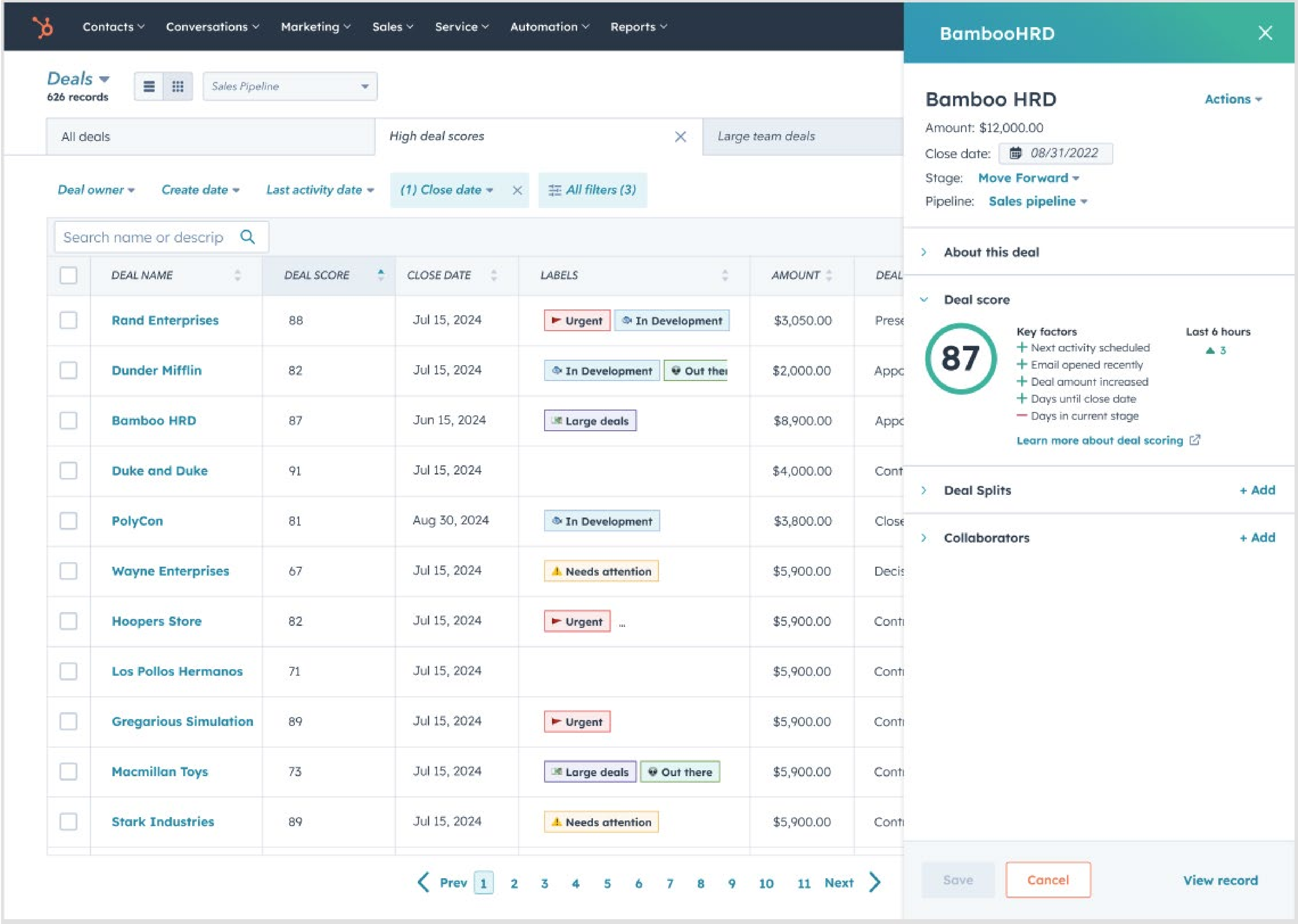

Contacts
Conversations
Marketing
Sales
Service
Automation
Reports
TO Wellness
Deals
626 records
Sales Pipeline
Actions
Import
Create deal
All deals
High deal scores
Large team deals
+ Add view (3/50)
All views
Deal owner
Create date
Last activity date
(1) Close date
All filters (3)
Show insights
Save View
Search name or descrip
Export
Edit columns
Prev
1
2
3
4
5
6
7
8
9
10
11
Next

☐	DEAL NAME	DEAL SCORE	CLOSE DATE	LABELS	AMOUNT	DEAL STAGE	DEAL OWNER
☐	Rand Enterprises	88	Jul 15, 2024	Urgent In Development	$3,050.00	Presentation scheduled	Unassigned
☐	Dunder Mifflin	82	Jul 15, 2024	In Development Out ther	$2,000.00	Appointment scheduled	Beverly Rae
☐	Bamboo HRD	87	Jun 15, 2024	Large deals	$8,900.00	Appointment scheduled	Joe Huang
☐	Duke and Duke	91	Jul 15, 2024		$4,000.00	Contract sent	Kate Bradley
☐	PolyCon	81	Aug 30, 2024	In Development	$3,800.00	Closed lost	Kate Bradley
☐	Wayne Enterprises	67	Jul 15, 2024	⚠ Needs attention	$5,900.00	Decision maker bought-in	Joe Huang
☐	Hoopers Store	82	Jul 15, 2024	Urgent ...	$5,900.00	Contract sent	Joe Huang
☐	Los Pollos Hermanos	71	Jul 15, 2024		$5,900.00	Contract sent	Joe Huang
☐	Gregarious Simulation	89	Jul 15, 2024	Urgent	$5,900.00	Contract sent	Joe Huang
☐	Macmillan Toys	73	Jul 15, 2024	Large deals Out there	$5,900.00	Contract sent	Joe Huang
☐	Stark Industries	89	Jul 15, 2024	⚠ Needs attention	$5,900.00	Contract sent	Joe Huang


Contacts
Conversations
Marketing
Sales
Service
Automation
Reports
Deals
626 records
Sales Pipeline
All deals
High deal scores
Large team deals
Deal owner
Create date
Last activity date
(1) Close date
All filters (3)
Search name or descrip
Prev
1
2
3
4
5
6
7
8
9
10
11
Next

DEAL NAME	DEAL SCORE	CLOSE DATE	LABELS	AMOUNT	DEAL
Rand Enterprises	88	Jul 15, 2024	Urgent In Development	$3,050.00	Prese
Dunder Mifflin	82	Jul 15, 2024	In Development Out ther	$2,000.00	Appo
Bamboo HRD	87	Jun 15, 2024	Large deals	$8,900.00	Appo
Duke and Duke	91	Jul 15, 2024		$4,000.00	Cont
PolyCon	81	Aug 30, 2024	In Development	$3,800.00	Close
Wayne Enterprises	67	Jul 15, 2024	Needs attention	$5,900.00	Decis
Hoopers Store	82	Jul 15, 2024	Urgent ...	$5,900.00	Conti
Los Pollos Hermanos	71	Jul 15, 2024		$5,900.00	Conti
Gregarious Simulation	89	Jul 15, 2024	Urgent	$5,900.00	Conti
Macmillan Toys	73	Jul 15, 2024	Large deals Out there	$5,900.00	Conti
Stark Industries	89	Jul 15, 2024	Needs attention	$5,900.00	Conti

BambooHRD

Bamboo HRD

Actions

Amount: $12,000.00

Close date: 08/31/2022

Stage: Move Forward

Pipeline: Sales pipeline

About this deal

Deal score

87

Key factors

- + Next activity scheduled
- + Email opened recently
- + Deal amount increased
- + Days until close date
- − Days in current stage

Last 6 hours

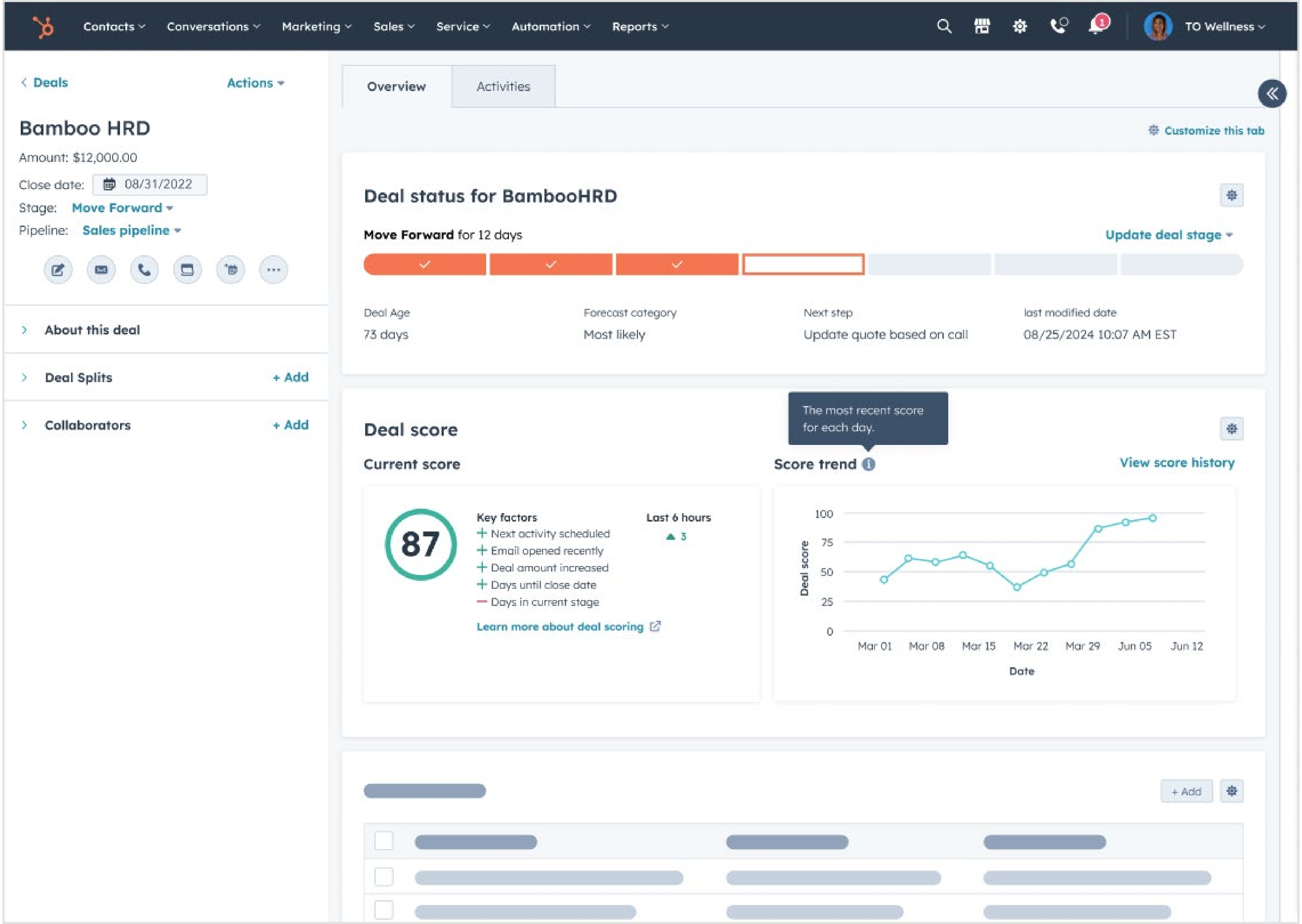
▲ 3

Learn more about deal scoring

Deal Splits + Add

Collaborators + Add

Save
Cancel
View record


Contacts
Conversations
Marketing
Sales
Service
Automation
Reports
TO Wellness
Deals
Actions
Overview
Activities
Customize this tab
Update deal stage
View score history
+ Add
Learn more about deal scoring
100
75
50
25
0
Deal score
Mar 01
Mar 08
Mar 15
Mar 22
Mar 29
Jun 05
Jun 12
Date

Bamboo HRD

Amount: $12,000.00

Close date: 08/31/2022

Stage: Move Forward

Pipeline: Sales pipeline

About this deal

Deal Splits + Add

Collaborators + Add

Deal status for BambooHRD

Move Forward for 12 days

Deal Age	Forecast category	Next step	last modified date
73 days	Most likely	Update quote based on call	08/25/2024 10:07 AM EST

Deal score

Current score

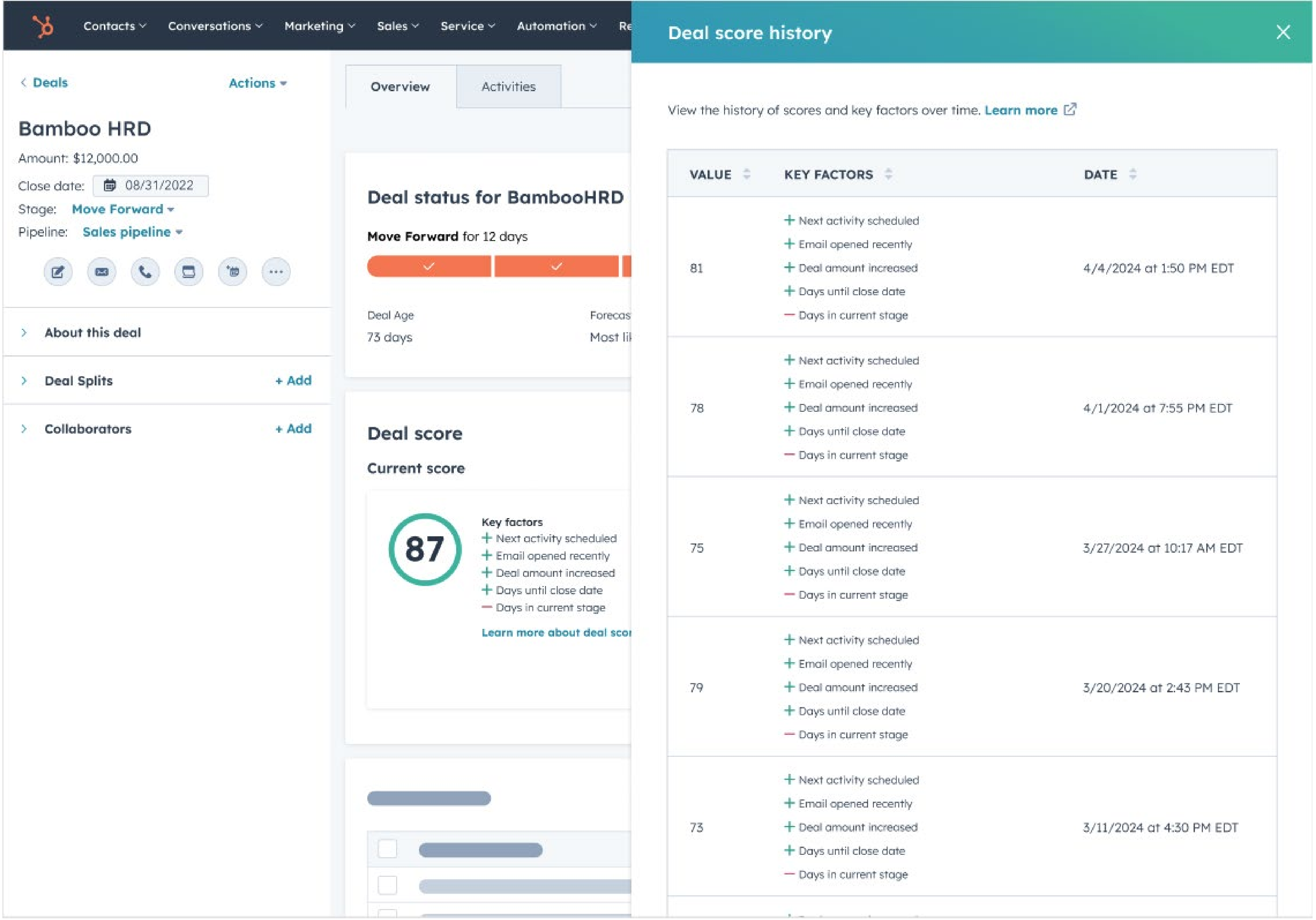
87

Key factors
- + Next activity scheduled
- + Email opened recently
- + Deal amount increased
- + Days until close date
- − Days in current stage

Last 6 hours ▲ 3

Score trend

The most recent score for each day.


Contacts
Conversations
Marketing
Sales
Service
Automation
Re
Deals
Actions
Overview
Activities
About this deal
Deal Splits
+ Add
Collaborators
+ Add

Bamboo HRD

Amount: $12,000.00
Close date: 08/31/2022
Stage: Move Forward
Pipeline: Sales pipeline

Deal status for BambooHRD

Move Forward for 12 days

Deal Age
73 days

Forecas
Most lik

Deal score

Current score

87

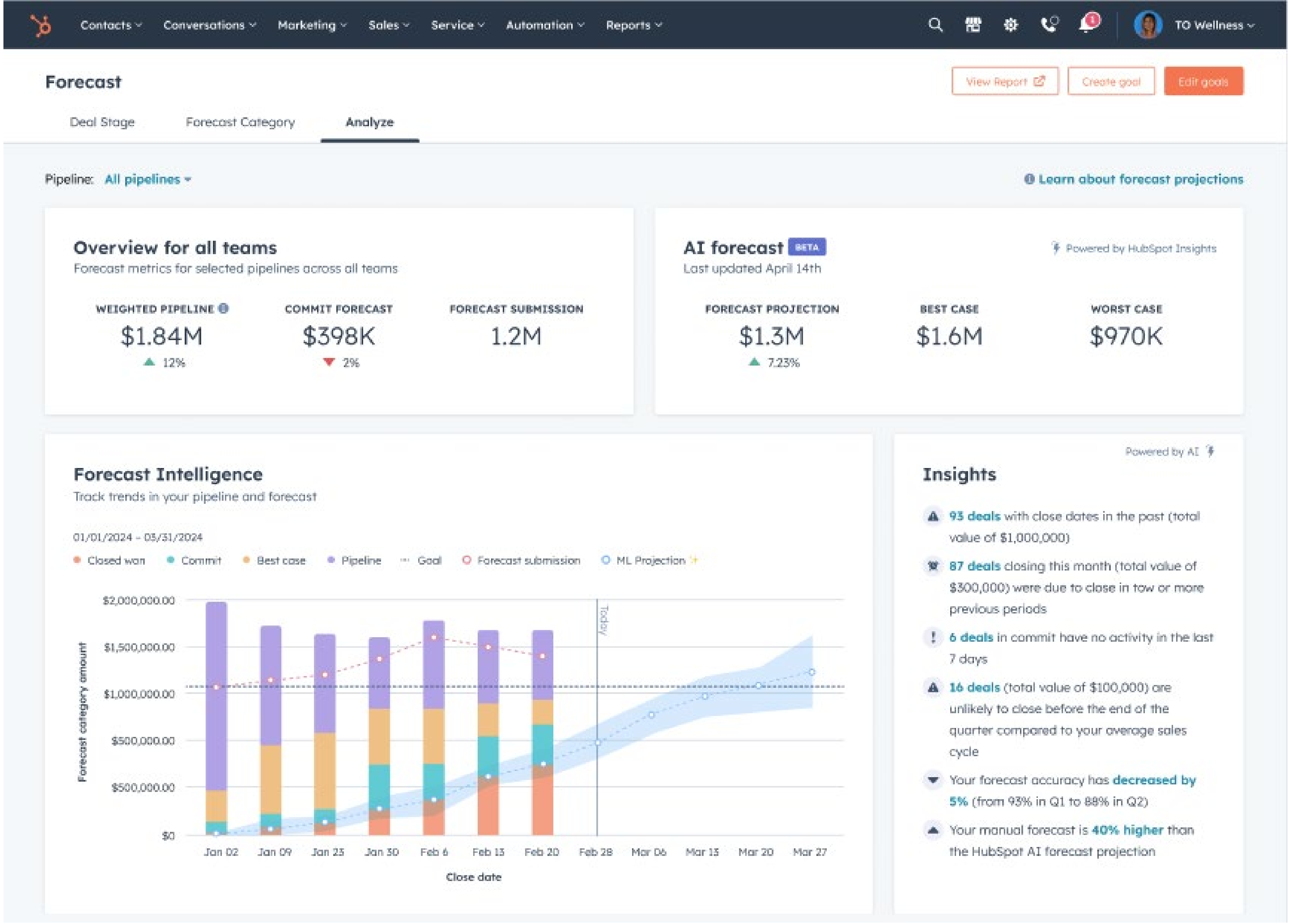
Key factors
+ Next activity scheduled
+ Email opened recently
+ Deal amount increased
+ Days until close date
— Days in current stage

Learn more about deal scor

Deal score history

View the history of scores and key factors over time. Learn more

VALUE	KEY FACTORS	DATE
81	+ Next activity scheduled + Email opened recently + Deal amount increased + Days until close date — Days in current stage	4/4/2024 at 1:50 PM EDT
78	+ Next activity scheduled + Email opened recently + Deal amount increased + Days until close date — Days in current stage	4/1/2024 at 7:55 PM EDT
75	+ Next activity scheduled + Email opened recently + Deal amount increased + Days until close date — Days in current stage	3/27/2024 at 10:17 AM EDT
79	+ Next activity scheduled + Email opened recently + Deal amount increased + Days until close date — Days in current stage	3/20/2024 at 2:43 PM EDT
73	+ Next activity scheduled + Email opened recently + Deal amount increased + Days until close date — Days in current stage	3/11/2024 at 4:30 PM EDT


Contacts
Conversations
Marketing
Sales
Service
Automation
Reports
TO Wellness
View Report
Create goal
Edit goals
Deal Stage
Forecast Category
Analyze
Pipeline: All pipelines
Learn about forecast projections
01/01/2024 - 03/31/2024
Closed won
Commit
Best case
Pipeline
Goal
Forecast submission
ML Projection
Forecast category amount
$2,000,000.00
$1,500,000.00
$1,000,000.00
$500,000.00
$500,000.00
$0
Today
Jan 02
Jan 09
Jan 23
Jan 30
Feb 6
Feb 13
Feb 20
Feb 28
Mar 06
Mar 13
Mar 20
Mar 27
Close date
Powered by HubSpot Insights
Powered by AI

Forecast

Overview for all teams

Forecast metrics for selected pipelines across all teams

WEIGHTED PIPELINE	COMMIT FORECAST	FORECAST SUBMISSION
$1.84M	$398K	1.2M
▲ 12%	▼ 2%	

AI forecast BETA

Last updated April 14th

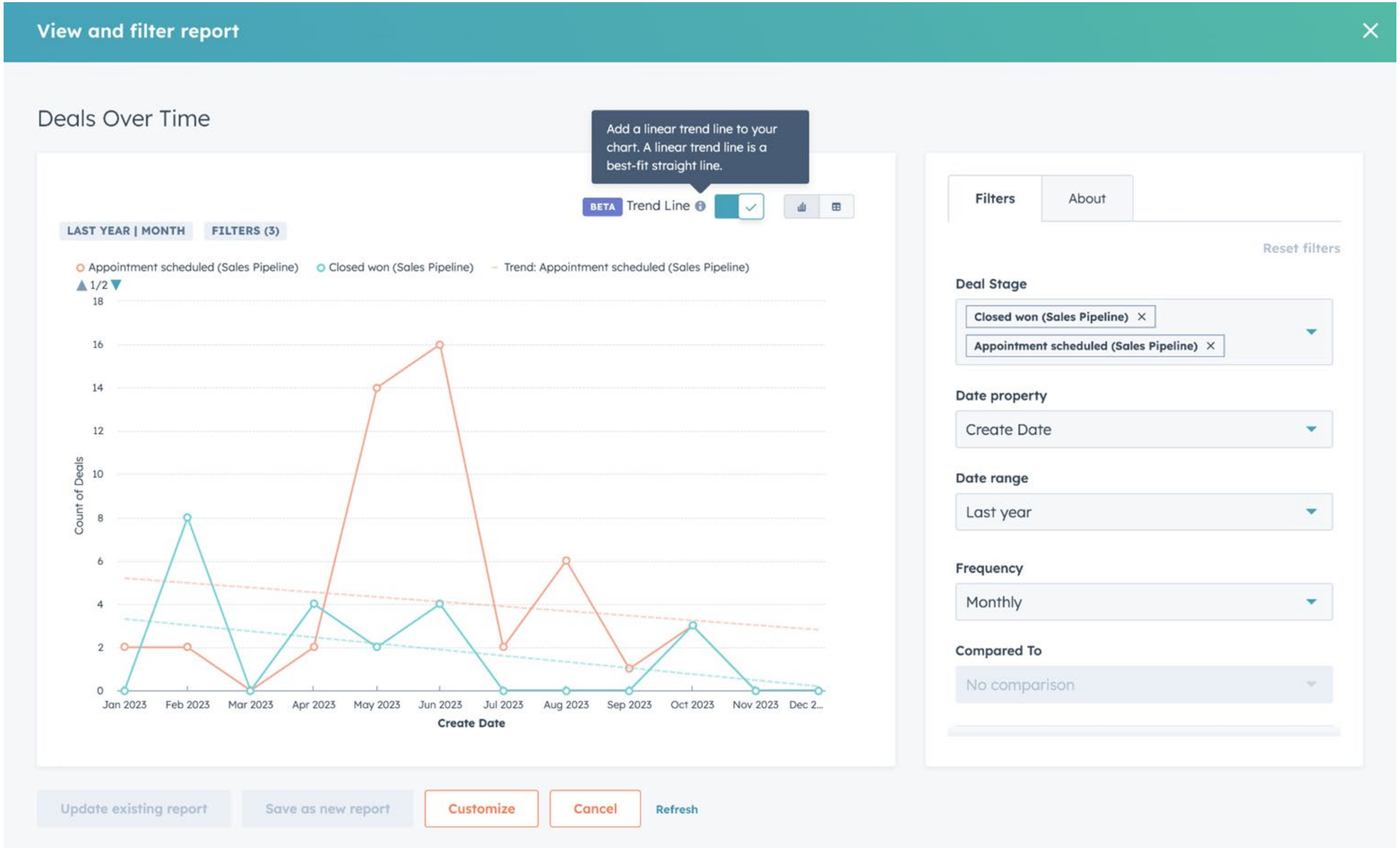
FORECAST PROJECTION	BEST CASE	WORST CASE
$1.3M	$1.6M	$970K
▲ 7.23%		

Forecast Intelligence

Track trends in your pipeline and forecast

Insights

- **93 deals** with close dates in the past (total value of $1,000,000)
- **87 deals** closing this month (total value of $300,000) were due to close in tow or more previous periods
- **6 deals** in commit have no activity in the last 7 days
- **16 deals** (total value of $100,000) are unlikely to close before the end of the quarter compared to your average sales cycle
- ▼ Your forecast accuracy has **decreased by 5%** (from 93% in Q1 to 88% in Q2)
- ▲ Your manual forecast is **40% higher** than the HubSpot AI forecast projection



View and filter report

Deals Over Time

Add a linear trend line to your chart. A linear trend line is a best-fit straight line.

BETA
Trend Line
LAST YEAR | MONTH
FILTERS (3)
Appointment scheduled (Sales Pipeline)
Closed won (Sales Pipeline)
Trend: Appointment scheduled (Sales Pipeline)
1/2
18
16
14
12
10
8
6
4
2
0
Count of Deals
Jan 2023
Feb 2023
Mar 2023
Apr 2023
May 2023
Jun 2023
Jul 2023
Aug 2023
Sep 2023
Oct 2023
Nov 2023
Dec 2...
Create Date
Filters
About
Reset filters
Update existing report
Save as new report
Customize
Cancel
Refresh

Deal Stage: Closed won (Sales Pipeline), Appointment scheduled (Sales Pipeline)

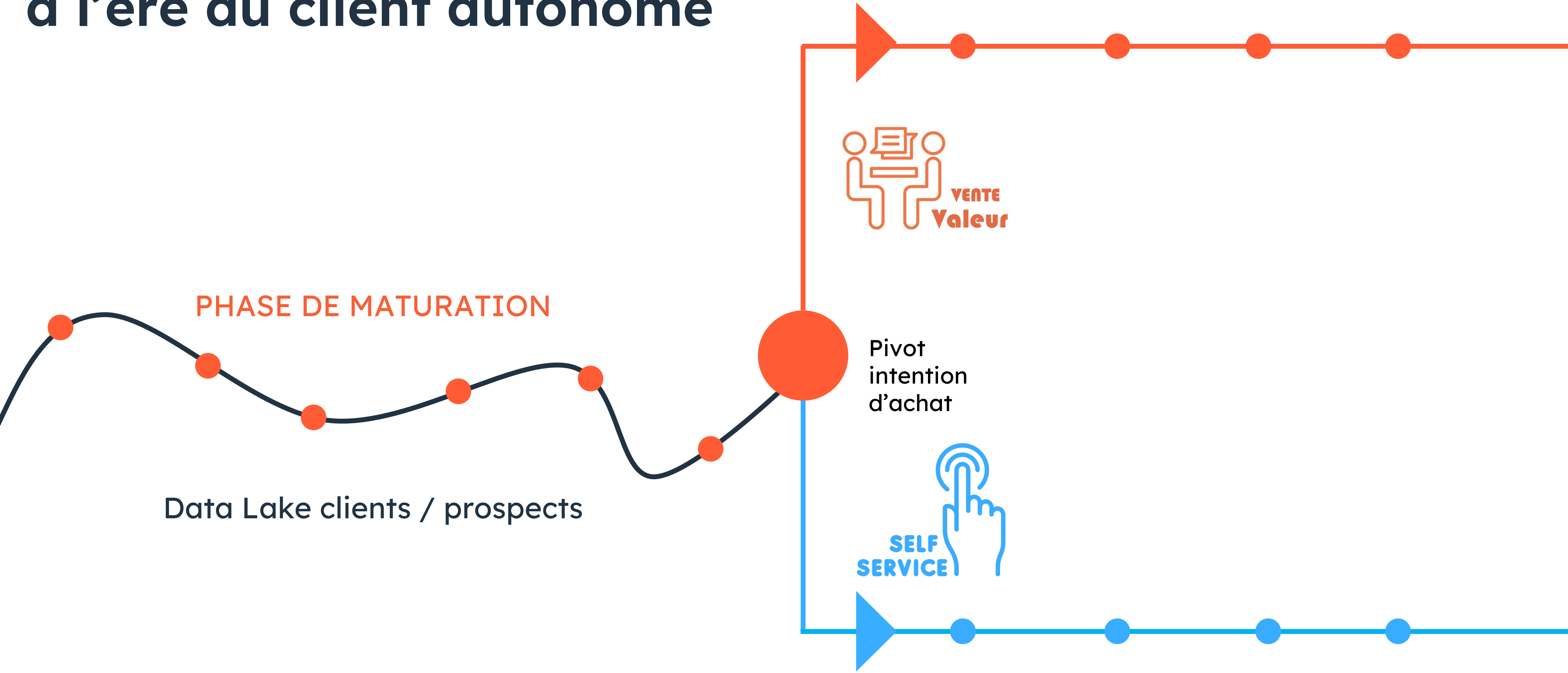
Date property: Create Date

Date range: Last year

Frequency: Monthly

Compared To: No comparison

Parcours d'achat à l'ère du client autonome



VENTE
Valeur
SELF
SERVICE

PHASE DE MATURATION

Pivot
intention
d'achat

Data Lake clients / prospects

MERCI

MODERN SELLING SUMMIT
GENERATIVE AI FOR BUSINESS