

Welcome to August

Featured this month: Video Consumption in B2B, Changes in Recruitment & B2B Sales Training



Video Consumption has DOUBLED in the past four years.

Do you think that number will go up or down in the next 4? It was a pleasure to chat with the brilliant Alex B Sheridan about all things video content.

[Watch the full video](#)

Where do we get video wrong?

What stops us from creating videos?

How and why you **MUST** answer customer's questions with video content

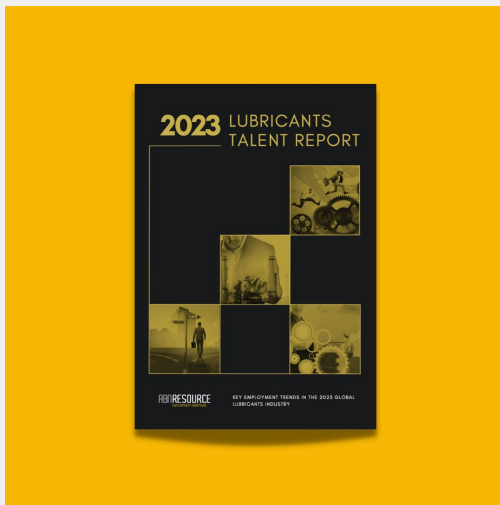
The 'Three C's structure' for nailing video content.

Alex B Sheridan is a leading authority on video creation for the B2B sectors. Dive in and watch the conversation for insights in to:

- What your buyers really want and expect from you
- Why you might shy away from creating video and what you can do to get over yourself
- The content topics you should be covering in your video content

[Watch the full video](#)

What we're reading



This month, we've been checking out changes in recruitment and the landscape of the future workforce in B2B.

This research paper by ABN Resource is a fascinating read!

[Read the paper](#)

Upcoming Events



Core B2B Sales Training
Businesses in the Sheffield City Region can access part funding to attend this impactful 2-day B2B sales training course.

[Register Your Interest](#)

Join the conversation

