

## Welcome to April

Featured this month: The Case for Content | How to Start Effective Conversations | Is it Easier to Sell in 2024? | ESFB

We hope you're feeling refreshed again after the 4 day weekend and are excited to get stuck into Q2! The pressure will be on for many B2B professionals so as always, our tips and insights are here to help you develop your skills.

Here's what we're excited about this month!



### The Case for Content in B2B Sales

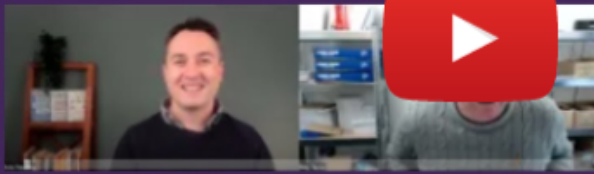
If there's one thing which will impact your sales this year, it's content marketing!

It gives buyers the power to do their own research, demonstrates expertise, builds trust and fosters long-lasting relationships. It's a strategy not to be overlooked and missed out on.

So, how do you leverage your content marketing effectively? Get all our B2B content marketing tips and insights in our latest free download!

Discover Why you might not be getting enough of the best kind of customers (and what you can do about it!)

# How to Start Effective Conversations



Chris Fenning

Rob Taylor

**PLAN.GROW.DO.**  
confidence, process and structure in sales



## How to Start Effective Conversations

Getting the most out of your day-to-day B2B sales conversations is crucial for sales success. Chris Fenning joined Rob Taylor recently to discuss how sellers can elevate their sales game through more effective conversations. Gain insights on Chris' top tips and start improving your conversation skills as we power through Q2!



Is it easier to sell in 2024 vs 2014?

## The Transformation of B2B Sales: Is it easier to sell in 2024 vs 2014?

Over the past decade, the world of B2B sales has undergone significant transformations driven by advancements in technology, shifts in buyer behaviour, and the globalisation of markets.

B2B sales professionals today operate in a landscape vastly different from that of just 10 years ago, presenting both new opportunities and challenges.

So, is it easier to sell in 2024 or was it easier back in 2014?

In our latest blog post, we break down some of the changes and **discuss the strategies which B2B sellers need to adopt in 2024.**

[Learn about B2B Sales Strategies in 2024](#)

## Sheffield City Region & NE Derbyshire B2B Sales Networking!

Last month, we had our first 'Eat Sales For Breakfast' Networking event of the year! The Casa Hotel in Chesterfield served up a delicious breakfast while we led some B2B sales talks and guests had the chance to network. Thanks to everyone who got involved - it was fantastic seeing familiar faces and meeting new ones!

Keep your eyes peeled for the announcement of our next ESFB event.

### Why get involved?

Our ESFB mornings bring B2B Professionals together to grow your network, grow your confidence and grow your sales. Best of all, this is a free event to attend! If you're in the Chesterfield and North-East Derbyshire area, join us for a morning of sales insights and inspiration.

### Not sure what to expect?

[Watch a recap from one of our previous events here!](#)

[Learn more](#)



# Join the conversation



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