

What is Buyer Enablement? 5 B2B Experts Weigh In.

Feb. 4 • Written by Sarah Mackinnon

Lots of B2B marketers and salespeople are talking about buyer enablement...but what actually is it? I spoke with a few peers in B2B software, consulting and research space and they shared a few different angles on what buyer enablement is...and why today's marketing and sales need to adopt this mindset.



Kevin Dixon, Founder @ Boxxstep

What is the difference between buyer enablement and sales enablement?

"When we use the term 'buyer enablement' - lots of people don't have a clue at all what it is. But buyers notice when you start to work on their behalf. The simplest definition is this: buyer enablement= 'Why change? Why now?' vs. sales enablement= 'Why us?'"



4 Buyer-Centric Questions You Should Ask Your GTM Strategy

Feb. 24 • Written by Sarah Mackinnon

As a qualitative researcher, I am a BIG fan of great questions and of course, the brilliant people who ask them.

Recently I took a swing through some of the videos and presentations at the [Buyer Enablement Community](#) and loved some of the buyer-centric questions shared by Adele Revella, Ardath Albee, Anthony Macarillo and others.

Below, I've recapped what I loved from a few of my favorite videos. That said, I encourage you to watch the full versions of the presentations, which can be accessed for free [here](#) after a quick registration form.

If you haven't already, you should definitely check out the Buyer Enablement Community—it's a super resource with tons of interviews with sales and marketing leaders, authors, and researchers in the B2B buying space. These folks are putting buyer enablement into practice and share lots of examples and strategies.

“What do we ACTUALLY need to know about our buyers?”

From: Creating buying insights and buyer personas

Adele Revella, Founder & CEO, Buyer Persona Institute

According to Adele, most buyer personas are (almost) useless.

What we do need to know about our buyers is:

- What are buyers thinking about?
- What outcomes are they looking to achieve?

I Just Moved to Spain and Here's What I Accidentally Learned About Buyer Journey Content

Nov. 2 • Written By Sarah Mackinnon

My grandpa is a retired Industrial Arts teacher and hobby lumberjack with an incorrigible eye for a nice tree. No matter where he goes, he is constantly slicing up the trees around him—birch, maple, cherry, and that one kauri that got away in New Zealand.

Wandering into a forest or even a city park, he is already imagining how this one could be cut down, planed, sanded, and become a dining room table. Or a live edge desk. A turned vase. Wherever he goes, no matter what types of trees he finds, all he seeks are golden opportunities for wood projects.

Well, I'm the same, but with buyer journey tools and resources. Yes, I am a shameless content nerd ;) And moving to Spain about two months was no exception.

If you've ever immigrated, you know that there's no shortage of details to wrangle, government offices to harass for information, new lawyers, accountants, doctors to find and—cross fingers—TRUST with your life and business. Not to mention a new language and culture to adjust to.

Anyways, throughout this entire process, all I see are golden opportunities for content marketing. For my lawyer. My real estate agent. My driving school. My accountant. My Spanish teacher. The electricity company. The banks. The airlines. The grocery store!

So today, I'm going to run you through a handful of buying tools/ resources/ ideas that I WISH had been handed to me to help me through various hurdles in my move-to-Spain journey. Because I think that each one shares a valuable lesson that you can apply to your buyer journey content strategy.

Buckle up!

Hurdle #1: How do I move my belongings from Canada to Spain?

I moved around a lot in my twenties, so I avoided accumulating too much baggage (physical goods, that is). As such, I didn't have too much to move with me to Spain: 4 extra-large suitcases and a bike box.



How to Shift Your B2B Marketing & Sales to a Buyer Enablement Mindset

Jun. 26 • Written by Sarah MacCinnon

A few weeks ago, I caught up with [Cassandra Jewell](#), Senior Director of Marketing at PathFactory to hear her perspective on one of the big shifts we've been observing in B2B marketing and sales: the movement towards buyer enablement.



HOW TO SHIFT YOUR B2B



MARKETING AND SALES TO A

