6sense®

THE ACCOUNT-BASED MARKETING
& SALES PLAYBOOK FOR THE

Manufacturing Industry

A guide for marketing and sales teams to
drive demand, boost channel sales, and
sell more products

Overcoming Challenges in Marketing & Sales for Manufacturers

Manufacturing revenue teams often struggle to align and maximize growth due to industry-specific hurdles:

- Complex, lengthy sales cycles with multiple stakeholders and decision-makers

- Highly technical and customized product offerings

- Reliance on channel partners and distributors for sourcing and closing deals

- Pressure to expand within existing accounts

These challenges are compounded by disconnected data between marketing and sales, leading to missed opportunities from anonymous buyer behavior (what 6sense calls the "**Dark Funnel**").

6sense provides manufacturing teams with unified, actionable insights to identify and convert demand more efficiently. This playbook explores seven plays that revenue teams can leverage to drive growth: three for marketing, three for sales, and one bonus play.

Inside the Minds of Manufacturing Buyers

87%
of purchases where buyers initiate
contact with sellers

89%
of purchases with requirements set
prior to seller contact

81%
of purchases where
winning vendor is chosen
and contacted first

65%
How far into the buying journey
do buyers make contact

Engage Early to Influence
Reaching buyers sooner lets you shape their needs
and position your solution as the best fit.

Be the First to Win
Engaging buyers early dramatically increases your
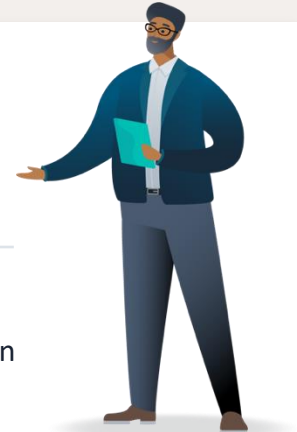chances of being their chosen vendor.

Late Engagement Means Lost Deals
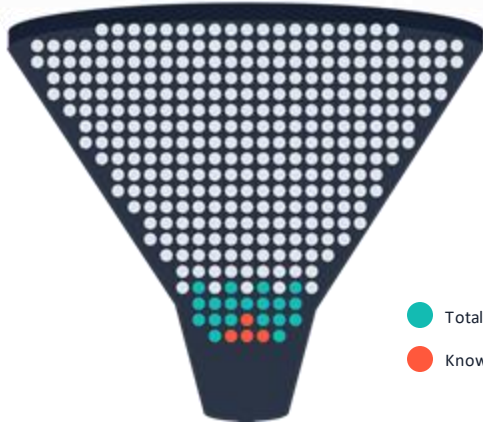Failing to act early leaves you reacting to
decisions already made.

Miss the Window, Miss the Sale
Waiting too long forces you to compete on
price with little room to differentiate.

6sense

Focus Resources on Accounts that are Ready to Engage

● Total In-market Clients

● Known In-market Clients

If we just knew **when accounts were *in-market* (looking for solutions)**, sales and marketing would be so much easier.

6sense pulls together 3rd party internet research (what keywords or topics people are researching on the internet) with data that you already own (website, CRM), and matches it at the company level, to guide you on...

When accounts are in-market	Which products they're interested in
Who to contact	How to contact them

6sense

Activate Smarter Manufacturing Growth Plays

Legacy Go-To-Market Motions Put Revenue at Risk

- **70% of buying happens anonymously.** Traditional tactics miss most of the potential demand.

- **Only 10% of accounts are in-market.** Focusing on the wrong accounts wastes time and resources.

- **84% of deals go to the first vendor to engage.** Real-time insights are key to engaging ahead of the competition.

- **3% of Technical B2B buyers fill out forms.** Other means are needed to identify and convert in-market accounts.
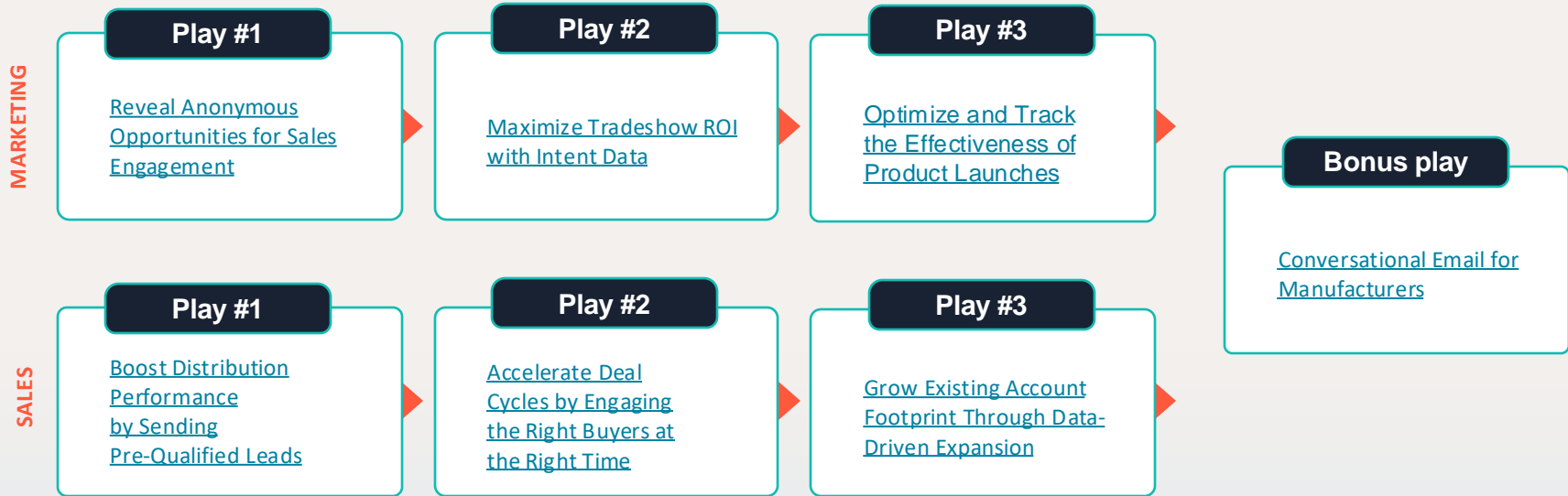
6sense Revenue AI Empowers Teams to:

- Discover which companies visit your website anonymously.

- Know when and which companies are researching content and solutions in your industry.

- Personalize messaging with data-driven insights.

- Engage high-fit, in-market buyers at the right time.

6sense

Growth Plays
for Manufacturing
Revenue Teams

Account-based Marketing and Sales Plays for Manufacturing

MARKETING

Play #1	Play #2	Play #3
Reveal Anonymous Opportunities for Sales Engagement	Maximize Tradeshow ROI with Intent Data	Optimize and Track the Effectiveness of Product Launches

Bonus play

Conversational Email for Manufacturers

SALES

Play #1	Play #2	Play #3
Boost Distribution Performance by Sending Pre-Qualified Leads	Accelerate Deal Cycles by Engaging the Right Buyers at the Right Time	Grow Existing Account Footprint Through Data-Driven Expansion

6sense

Play #1: Boost Distribution Performance by Sending Pre-Qualified Leads

Problem:
You are only able to pass leads to your distribution partners when a web visitor fills out a contact form.

Solution:
Use 6sense to identify anonymous web activity conducted by in-market prospects. These leads are now identified and can be passed to partners for engagement.

Impact:
Few leads get passed to your channel partners resulting in missed sales goals and external reps spending time selling other products.

Result:
Distributors receive high-quality leads, boosting sales performance and becoming better aligned partners.

6sense

Play #2: Accelerate Deal Cycles by Engaging the Right Buyers at the Right Time

Problem:
Intricate manufacturing buying processes lead to long, complex deal cycles likely to stall.

Solution:
Use multi-threading to engage multiple stakeholders from the start. Build out the entire buying team of contacts for comprehensive engagement.

Impact:
Promising opportunities get stuck in the pipeline, risking missed quotas and revenue targets.

Result:
Accelerate deal cycles by engaging key stakeholders, consistently advancing deals through the pipeline.

6sense

Play #3: Grow Existing Account Footprint Through Data-Driven Expansion Sales

Problem:
Sales reps struggle to proactively identify the best growth opportunities within existing accounts.

Solution:
Monitor intent and engagement signals within existing customer accounts. Slack and email alerts let your team know when an account is ready for additional action.

Impact:
Untapped "white space" leads to missed revenue and lower customer lifetime value.

Result:
Reps can strategically expand within accounts by targeting the most promising areas for growth.

6sense

AI Email Assistants (Conversational Email)

Problem:
Mass automated emails often lack personalization, while manual 1:1 outreach isn't scalable, leading to low engagement and missed opportunities.

Solution:
Use AI assistants to create personalized, scalable email outreach, ensuring each lead feels valued without adding to your team's workload.

Impact:
Manufacturing companies struggle to keep their pipelines full as many leads go cold from impersonal outreach or missed follow-ups.

Result:
Higher engagement rates and a stronger pipeline. By using AI for initial interactions, sales teams can focus on warmed leads, driving improved conversion rates and revenue growth.

More Conversational Email Plays

Awaken the Dead

Conversational Email Playbook

6sense

Manufacturers using 6sense to power intelligent revenue growth.

BELDEN

GP
Georgia-Pacific

PACKSIZE

HITACHI

NanaWall
Engineering the Exceptional

VIKING PUMP

Proven 6sense Results for Manufacturing Companies

Click to read the full case studies.

132
Qualified Contacts Within 5 Weeks

+5.32x
Account Engagement

+37%
Average Deal Size

6sense