

Success in Manufacturing B2B Sales

2026 Q1

What separates the fastest-growing mid-sized manufacturers from the rest?

2026 Strategic Investment Priorities



89%

Systems

Digital transformation priorities include updated software, automation, digital workflow efficiency, and system integration *in the next 12 months.*



40%

Data Analytics

Investment priorities remain data focused: 40% of firms plan to invest in data analytics *in the next 24 months.*



29%

AI & Cloud

29% of manufacturers plan to invest in AI deployment and 29% plan to invest in more cloud computing *in the next 24 months.*

Overcoming Current Challenges

Challenge



A missed delivery or spec error loses the account. Sales-ops misalignment is a leading cause of churn.*



Sales reps spend at least 30% of their time on account research & CRM data entry. *(Salesforce, State of Sales, 6th Edition)*



Market volatility and the collapse of certain industries and supply chains is forcing companies to pivot. *(NAM 2025 Q4 Outlook Survey)*

Solution

Top performers integrate CRM with ERP and MES systems so sales has real-time visibility into capacity & lead times in order to make promises they can keep.*

Integrating CRM and prospecting database(s) eliminates manual entry, clarifies who to contact, and gives reps back selling time.*

Diversifying into adjacent sectors and shifting to service-led recurring revenue is how the best are navigating new market realities.*

* Sanders Analytics, High Growth Manufacturer Study, Dec 2025

The 2026 Competitive Edge

1

Data-Driven Sales Growth

Teams that benchmark with the right KPIs are **23x more likely to grow.** (McKinsey)

3

Retention & Expansion

Losing 1 customer costs 2 new wins. Land and expand beats hunt and replace. (McKinsey)

2

Integrated Systems

A connected tech stack across sales, marketing & ops drives **30% higher win rates & shorter sales cycles.** (Forrester)

4

Training & Empowerment

Upskilling sales teams on data literacy **improves adoption, data quality & sales performance.** (Manufacturing Leadership Council)

How Sanders Analytics Assists

We help mid-size B2B manufacturers win bigger deals, faster using the data and systems they already have.

- Which customers & segments drive the highest margin?
- What activities accelerate deals?
- Where is revenue leaking from your pipeline right now?

Then we train the team to **act** on what we find.

- Focus shifts to the highest-margin accounts to protect, expand and target.
- Reps know exactly what to do next to move deals forward.
- Managers know which levers (timing, role, content) to pull to improve stage conversion.