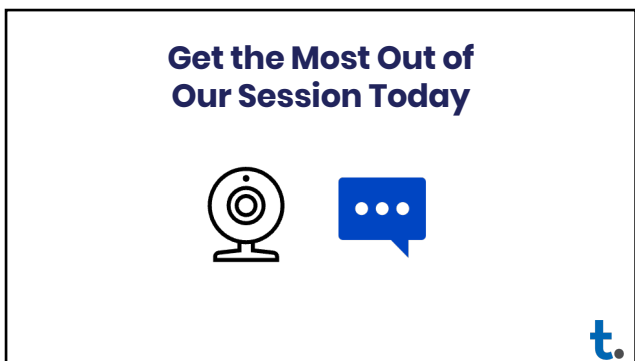




1



2



3

Today's Objective

- The 4 key attributes of the modern buyer
- How to adapt your selling and sales process to meet these attributes
- Create an end to end buying experience that differentiates you from your competition – and promotes loyalty



4

What has changed over the last three years with modern buyers?

5

The Changing Landscape

- Increasingly complex sales process



6

The Changing Landscape

- Increasingly complex sales process
- Changing buyer expectations



7

The Changing Landscape

- Increasingly complex sales process
- Changing buyer expectations
- Traditional sales process becoming less effective



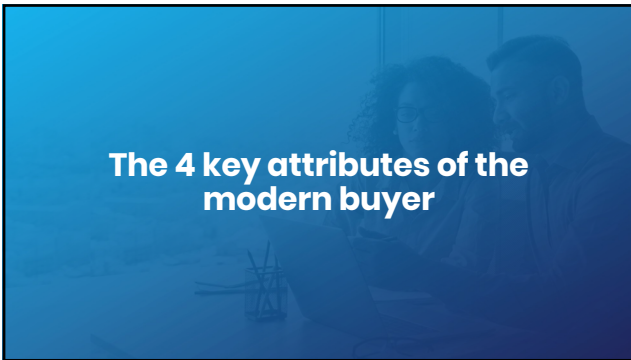
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The Changing Landscape

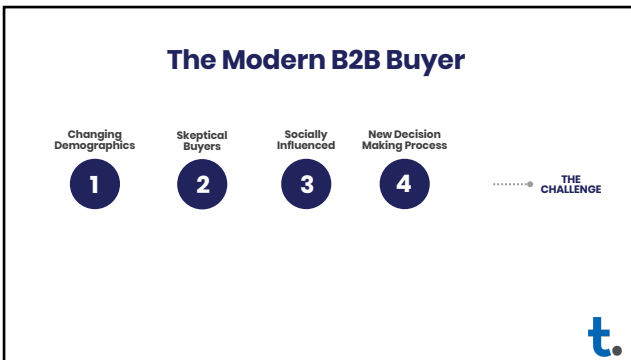
- Increasingly complex sales process
- Changing buyer expectations
- Traditional sales process becoming less effective
- Need to adapt to understand the modern buyer



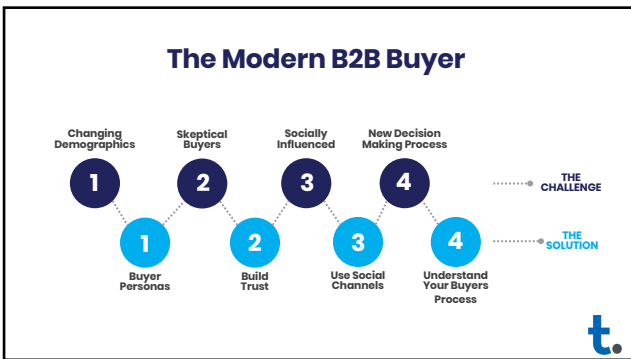
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11



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The Modern B2B Buyer

Changing Demographics

1


1

Buyer Personas

- Demographic data
 - age, generational cohort, gender, job title / occupation, seniority, company size, industry, number of employees

THE CHALLENGE

THE SOLUTION



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The Modern B2B Buyer

Changing Demographics

1


1

Buyer Personas

- Demographic data
 - age, generational cohort, gender, job title / occupation, seniority, company size, industry, number of employees
- Psychographic information
 - attitude, interests, opinions, pain points

THE CHALLENGE

THE SOLUTION



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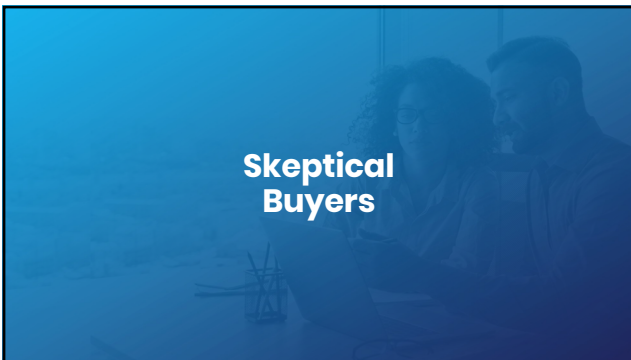
Know Your Buyers

<ul style="list-style-type: none">-Job Title-Age-Industry-Organization Size-Where do they hang out-Where do they gain Information-Preferred Method of Communication-Tools They Need to Do Their Job-Biggest Challenges/Pains	<p>IT Ian 25</p>  	<p>Accountant Anna 44</p>  
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Skeptical Buyers



18

The Modern B2B Buyer

Skeptical Buyers

2


“ 59% of buyers prefer to research online instead of interacting with a sales rep ”

THE CHALLENGE

.....

THE SOLUTION

Forrester Research



19

The Modern B2B Buyer

Skeptical Buyers

2


2

Build Trust

- Focus on helping as opposed to selling

THE CHALLENGE

THE SOLUTION



20

The Modern B2B Buyer

Skeptical Buyers

2


2

Build Trust

- Focus on helping as opposed to selling
- Focus on their real needs as opposed to ours

THE CHALLENGE

THE SOLUTION



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The Modern B2B Buyer

Skeptical Buyers

2


2

Build Trust

- Focus on helping as opposed to selling
- Focus on their real needs as opposed to ours
- Ask insightful questions to help the buyer understand what they really need

THE CHALLENGE

THE SOLUTION



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The Modern B2B Buyer

Skeptical Buyers

2

2

Build Trust

- People love to buy – they hate to be sold

..... THE CHALLENGE

..... THE SOLUTION



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The Modern B2B Buyer

Skeptical Buyers

2


2

Build Trust

- People love to buy – they hate to be sold
- Serve not sell

..... THE CHALLENGE

..... THE SOLUTION



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The Modern B2B Buyer

Skeptical Buyers

2


2

Build Trust

- People love to buy – they hate to be sold
- Serve not sell
- Walk away presence

..... THE CHALLENGE

..... THE SOLUTION



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The Modern B2B Buyer

Skeptical Buyers

2


2

Build Trust

- People love to buy – they hate to be sold
- Serve not sell
- Walk away presence
- Equal business stature

THE CHALLENGE

THE SOLUTION



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The Modern B2B Buyer

Skeptical Buyers

2


2

Build Trust

- People love to buy – they hate to be sold
- Serve not sell
- Walk away presence
- Equal business stature
- Give them an out early on

THE CHALLENGE

THE SOLUTION



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Socially Influenced



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The Modern B2B Buyer

- B2B buyers are more connected and more informed

..... THE CHALLENGE

..... THE SOLUTION

29

The Modern B2B Buyer

- B2B buyers are more connected and more informed
- Peers have gained greater influence

..... THE CHALLENGE

..... THE SOLUTION

30

The Modern B2B Buyer

- B2B buyers are more connected and more informed
- Peers have gained greater influence
- 3 out of 4 B2B buyers rely on social media to engage with peers about buying decisions

..... THE CHALLENGE

..... THE SOLUTION

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The Modern B2B Buyer

Socially Influenced

3


Use Social Channels

3

- B2B buyers are more connected and more informed
- Peers have gained greater influence
- 3 out of 4 B2B buyers rely on social media to engage with peers about buying decisions
- Word of mouth from peers influence over 90% of B2B buying decisions


















THE CHALLENGE

THE SOLUTION



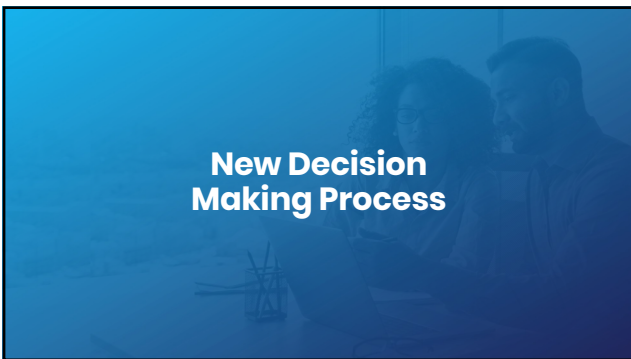
32

Social Channels



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New Decision Making Process



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The Modern B2B Buyer

New Decision Making Process

4


4

Understand Your Buyers Process

- Increasing number of stakeholders in the decision making process

..... THE CHALLENGE

..... THE SOLUTION



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The Modern B2B Buyer

New Decision Making Process

4


4

Understand Your Buyers Process

- Increasing number of stakeholders in the decision making process
- Understand each individuals reasons for buying – their pain

..... THE CHALLENGE

..... THE SOLUTION



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The Modern B2B Buyer

New Decision Making Process

4


4

Understand Your Buyers Process

- Increasing number of stakeholders in the decision making process
- Understand each individuals reasons for buying – their pain
- Go wide, go deep

..... THE CHALLENGE

..... THE SOLUTION



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The Modern B2B Buyer

New Decision Making Process


4

Understand Your Buyers Process

- Increasing number of stakeholders in the decision making process
- Understand each individuals reasons for buying – their pain
- Go wide, go deep
- Make the buying process memorable and easy

THE CHALLENGE

THE SOLUTION




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Where's The Wow?

+ve

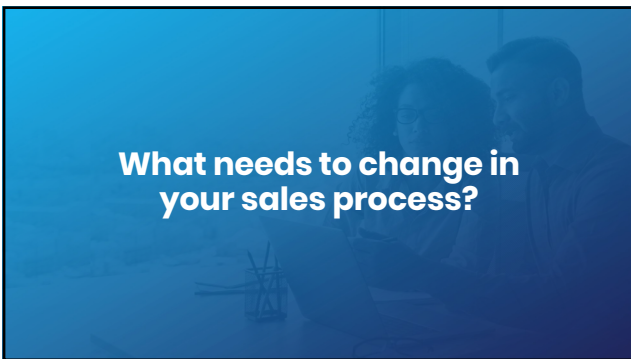
Attention → Consideration → Buy → After Sales → Loyalty

-ve

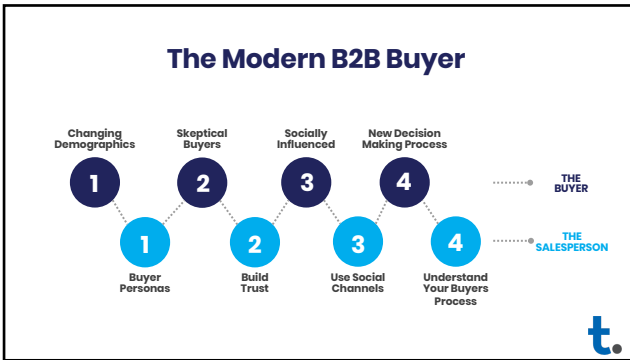


39

What needs to change in your sales process?



40



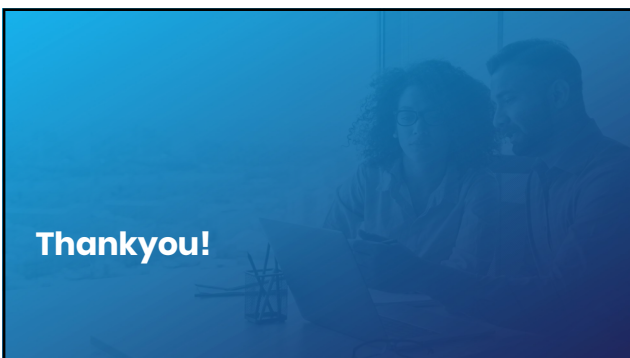
41

Wrap up

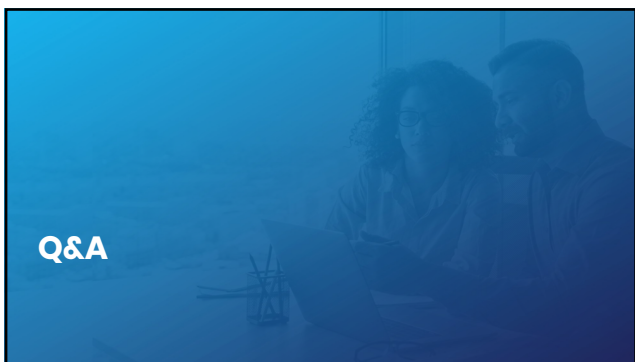
- The 4 key attributes of the modern buyer
- How to adapt your selling to meet these attributes
- Create an experience that differentiates you from your competition - and promotes loyalty

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