only 8%

of B2B buyers believe sellers focus on driving "valuable" end results for buyer

Forrester Research

## **ENGAGEMENT**

**SELLERS** 

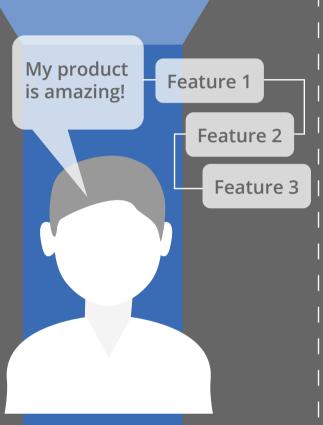
**GAP** 

**BUYERS** 

I have

business

challenges



Acquisitions

Marketshare

Sales Team
Efficiency

Others

## SALES ENABLEMENT

I understand buyers challenges offering targeted solutions Moment of truth

The seller offered me valuable insights - looking forward to the next meeting

74%

of the time, buyers purchase from sellers who offer insights and a clear path to value.

Forrester Research