

only

8%

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

Forrester Research

ENGAGEMENT GAP

SELLERS

My product is amazing!

Feature 1

Feature 2

Feature 3

BUYERS

I have business challenges

Acquisitions

Marketshare

Sales Team Efficiency

Others

SALES ENABLEMENT

Moment of truth

I understand buyers challenges offering targeted solutions

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

mediafly

The Evolved Selling Solution

Mediafly.com