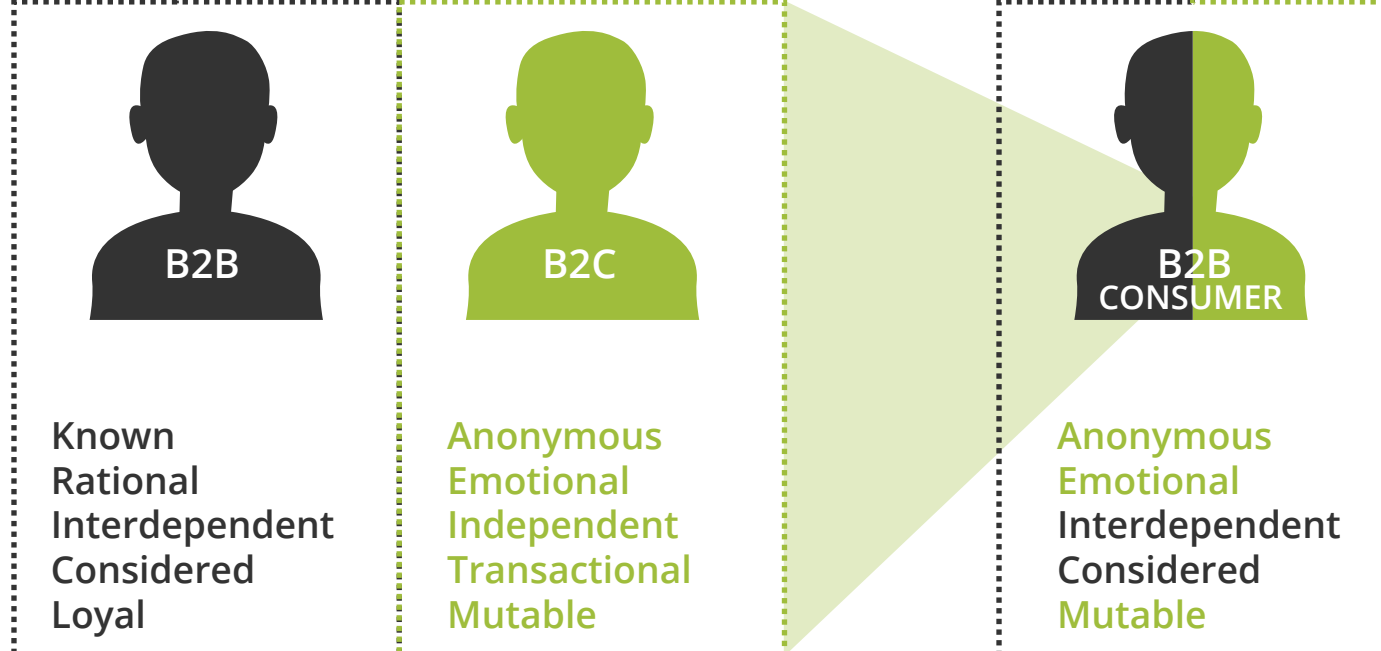


# B2B buyers have changed. Are your sellers PREPARED?



## HOW HAVE B2B BUYERS CHANGED?

Buyers act more like consumers.



Buyers want more from sales interactions.

**77%** of Buyers want Sellers to integrate customized data insights

**74%** of Buyers want Seller to pivot meeting to discuss what buyer wants to talk about

**77%** of Buyers want Sellers to help them learn something new

**75%** of Buyers want Sellers to show how their product /service impacts their business

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Buyers engagement preferences vary across the buying cycle. Buyers prefer:



## WHAT CAN YOU DO TODAY TO ENGAGE WITH THE NEW B2B BUYER?

Enhance your sales enablement tech stack with digital tools that help your sales reps (*sell more effectively and*) have better interactions with your buyers. This type of Evolved Selling™ enables your sellers to:

### Remove Barriers to INCREASE EFFICIENCY

- 1 Reduce sales time spent on creating content and searching for materials, spend more time selling
- 2 Align marketing and sales and collaborate on what's needed to be effective in the field (*need sales input*)
- 3 Use a CMS so sellers always have access to the most recent versions
- 4 Enable sellers to access and assemble content on the fly



### Tailor Sales Experience to BUYER

- 1 Acknowledge that static presentations are out of date
- 2 Understand each seller and buyer experience is unique
- 3 Enable sellers to mix and match presentation content to tailor the experience for each buyer
- 4 Evaluate all sales content and interactions through analytics, to improve future pitches



### Create an INTERACTIVE Experience

- 1 Capture input from buyers to guide discussion
- 2 Create interactive tools such as ROI calculators that require their input
- 3 Differentiate yourself in front of buyers to become a trusted partner/advisor



### Use DATA in REAL-TIME

- 1 Gain a competitive advantage by becoming an industry expert in the buyers' field
- 2 Leverage 3rd party data and CRM information to show how you'll make an impact
- 3 Push marketing suggested content based on the stage, persona, or industry of your sales process



## WHAT IS THE BUSINESS IMPACT OF EVOLVED SELLING™?

Evolved Sellers see the following impact:

### ACCELERATE DEAL CLOSURE

**28-43%**

lift in recently closed deals



### DRIVE COMPANY GROWTH

**40-66%**

lift in reported revenue growth



### DRIVE REPEAT BUSINESS

**82%**

lift in buyers likely to consider them for new opportunities



### INCREASE CROSS-SELLS

**70%**

lift in buyers purchasing more than they scoped



Forrester Research

**DIGITAL SALES TRANSFORMATION** is no longer an option if you want to sell more effectively and drive business. We call this **EVOLVED SELLING™**.

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The Evolved Selling™ Solution

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