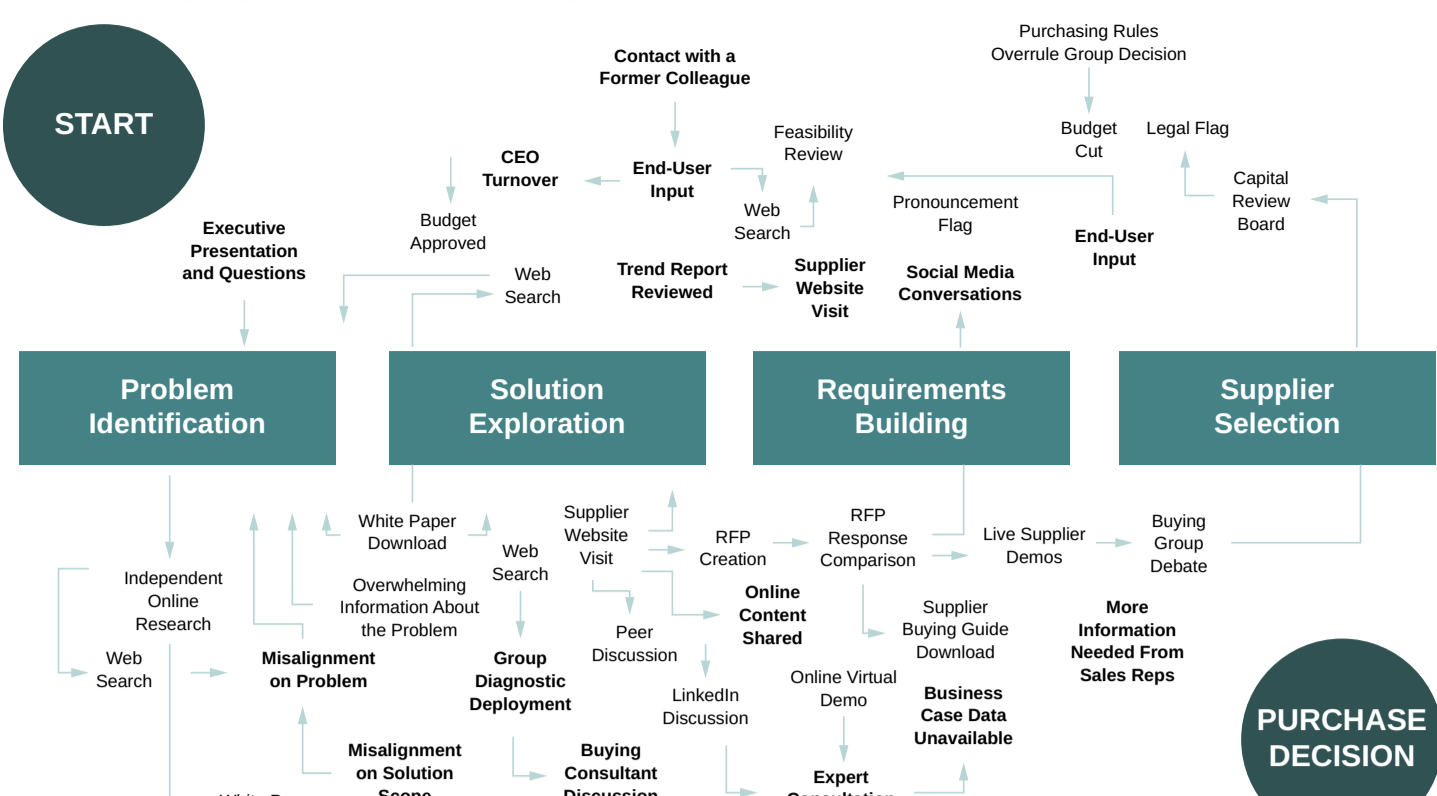


The B2B buyer journey is complex, dynamic, and non-linear



6-10

Today's B2B buying process involves 6 to 10 decision-makers.

Gartner

70%

B2B buyers are better informed, research-driven, and have high expectations. Usually, they're 70% of the way to a decision before engaging with a vendor's sales organization.

Forrester + SiriusDecisions

6-10

B2B buyers have 27 buyer-to-seller content interactions per transaction, up 50% over the past 2 years.

Forrester, Peter Ostrow

B2B selling has become more dynamic and involves more decision-makers than ever before.

Business buying is no longer a straightforward, predictable path, and the buyer's journey doesn't happen sequentially. Customers often engage in a "looping" behavior, revisiting each stage of the buying process at least once.

To succeed, organizations must adapt their sales strategies to meet the demands of modern B2B buyers. Their approach to sales must be dynamic, non-linear, collaborative, and consultative. As illustrated by Milward Brown in their Navigating the New Path to Purchase report, the traditional buying funnel has become obsolete.

Both sales and marketing must accept and adapt to business buyers' modern purchasing behaviors. This entails navigating disconnected purchasing stages and offering compelling justifications for purchasing at each juncture, as well as the ability to quickly pivot. Adapting to these buying habits empowers customer-facing teams to effectively engage buyers at multiple touchpoints, matching their rhythm to the customer's journey.

Getting information from sellers is buyers' top challenge

"As hard as it's become to sell today, it's much more difficult to buy. The single biggest challenge of selling today isn't selling, it's the customers struggle to buy."

- Brent Adamson, Distinguished VP Advisory – Gartner

65%

of sales reps can't find content to send to prospects.

42%

of sales reps feel they don't have enough information before making a call.

81%

of sales reps believe it's important to have a connected view of data across the entire customer journey.

B2B buyers want sellers who help them, not sell to them

"Selling is now about reducing friction for buyers, and sellers need to be in a position to succeed in every channel, exceeding expectations at every step of the process. This used to be a nice to have, but now it's a must-have."

- Dan Gottlieb, Senior Analyst – Topo

Most sales reps come to customer interactions unprepared

A sales rep filling the role of trusted advisor is "critical or very important" to 79% of business buyers (Salesforce). However, 82% of B2B decision-makers think reps are underprepared (Blender), and only 13% think sellers can understand their needs. This reveals that business buyers significantly lack confidence in salespeople.

79%

of business buyers state that a sales rep filling the role of trusted advisor is "critical or very important."

82%

of decision-makers think reps are underprepared.

13%

of B2B decision-makers think a salesperson can understand their needs.

How can sellers engage with today's empowered B2B buyers?

The answer is to merge all selling processes into the customer journey. We are living in the age of empowered B2B buyers. It is the customer who decides when and how they want to engage with your organization. They engage according to what value you offer, and they are likely to change behaviors and preferences during the purchasing journey.

Taking sales engagement online and automating some parts of the process for increased productivity isn't enough to stand out to today's knowledgeable, empowered business buyers. To keep up, B2B sales departments must strive to anticipate and understand the changing customer patterns. Your SalesTech and MarTech stacks already hold the data you need to successfully respond to customer needs - you just need to unlock it. These data-driven insights can be applied in the moment of customer interaction to provide sellers information on customers and guide expert behaviors.

"The end goal is to make sure sales reps have the right knowledge, skills, and process expertise with access to the best assets to maximize every interaction."

- Nancy Maluso – Forrester

"An insight-driven sales model delivers these insights and analytics to sales and embeds them directly into business processes."

- Paul Vinogradov, Harry Datwani and Abe Awasthi – Deloitte

"Sales enablement ensures buyers are engaged at the right time and place, and with the right assets by well-trained client-facing staff to provide a world-class experience along the customer's journey."

- Bob Junke – Society of Sales Enablement Working Group

An effective sales enablement solution drives significant business results.

"Modern sales enablement tools can deliver a significant revenue lift of up to 20% within 12 months."

- Mary Shea – Forrester

Companies with excellent sales enablement programs have:

32%

higher team sales quota attainment.

24%

better individual quota achievement.

23%

higher lead conversion rate.

- Aberdeen Group

About TEG

The Enablement Group (TEG) is your sales readiness and enablement partner. We deliver the sales performance outcomes your organization has been looking for by combining advisory and sales tool creation with technology implementation and program management.

Unlike sales training and consulting firms or sales engagement technology vendors that only solve certain aspects of the sales enablement challenge, TEG provides a holistic approach to solving the entire problem with a combination of people, processes, knowledge, content, tools, and engagement technology.

We focus on delivering the complete solution, encompassing real value which translates into sales outcomes and long-term success for your organization. That's what drives us: We think and operate in your organization's best interest.

We are experts in sales readiness and enablement - packaging the right training, expert knowledge, content, and selling tools that work best for engaging with specific customer profiles and buying personas at every stage of the selling process.

Our sales engagement platform automatically delivers it in the timeframe when it's needed - whenever seller-to-customer interactions happen, either online or offline.

Join TEG's Readiness Community: SOR Academy

