



5 Ways to Enhance the B2B Buyer-Seller Relationship

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Complimentary Webinar
March 15, 2018

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Reality

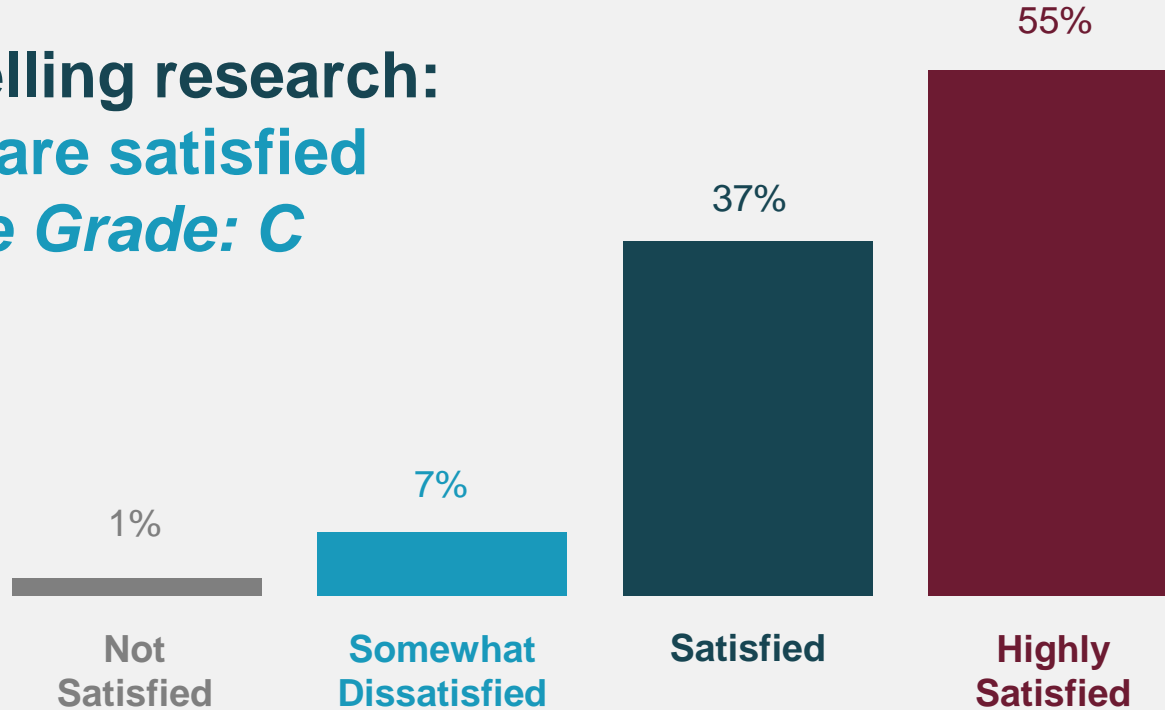
- ❖ Purchasing is **strategic** and **powerful**
- ❖ Buying process has **changed**
- ❖ Vendor/supplier **reduction**

So what:

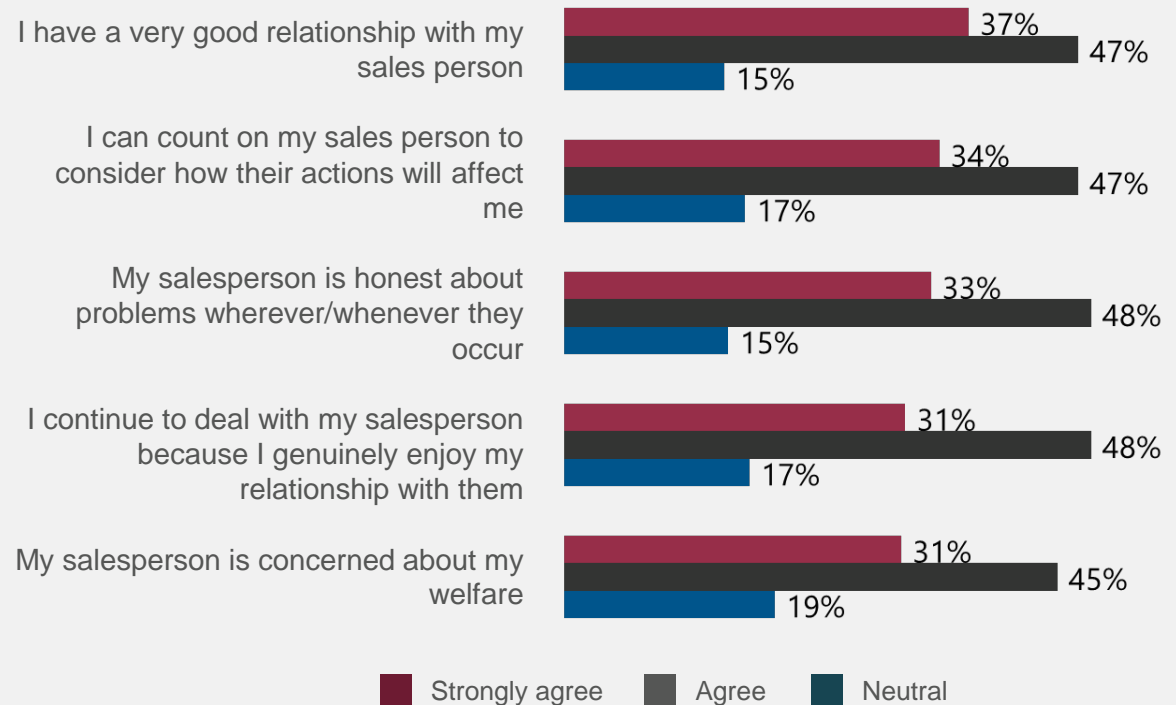
- Sales people have to adapt
- Sales behavior is critical for success
- Today's sales person must “serve” the buyer
- Nothing will be sold until the buyer is ready



ValueSelling research: Buyers are satisfied *Average Grade: C*



How buyers perceive the sales rep relationship



Buyer's perceptions of sales reps

10% to 20% of sales reps are seen as lacking general business competence.

About **33% to 50%** of point-of-contact representatives are consistently credible/helpful in ways that add value.

Most sales reps are assumed to have good intentions, and the majority of vendor relationships are seen in a **positive light**.

Although upward of **40%** of buyers have a resoundingly positive view of their point-of-contact sales reps, roughly **60%** of buyers actively question their sales reps' integrity.



High level conclusions



Vendor companies tend to offer comprehensive solutions rather than niche products, even to smaller buyer organizations.



Most buyers seek vendor relationships that are long-term, rather than transactional in nature.



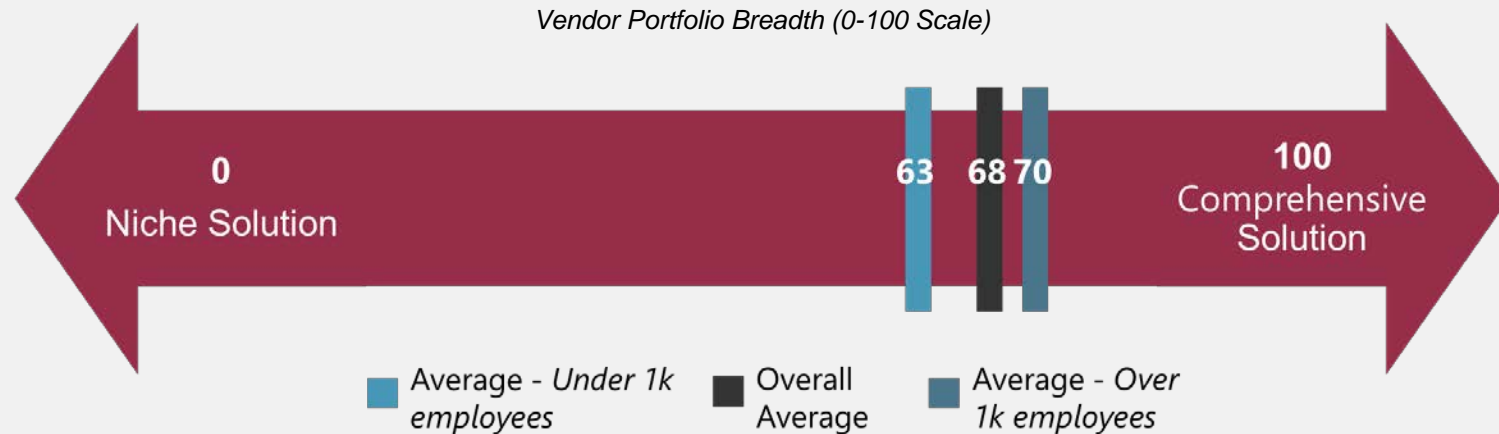
Vendor companies tend to perform more poorly when selling to influencers who could serve as internal ambassadors within the buyer organization.



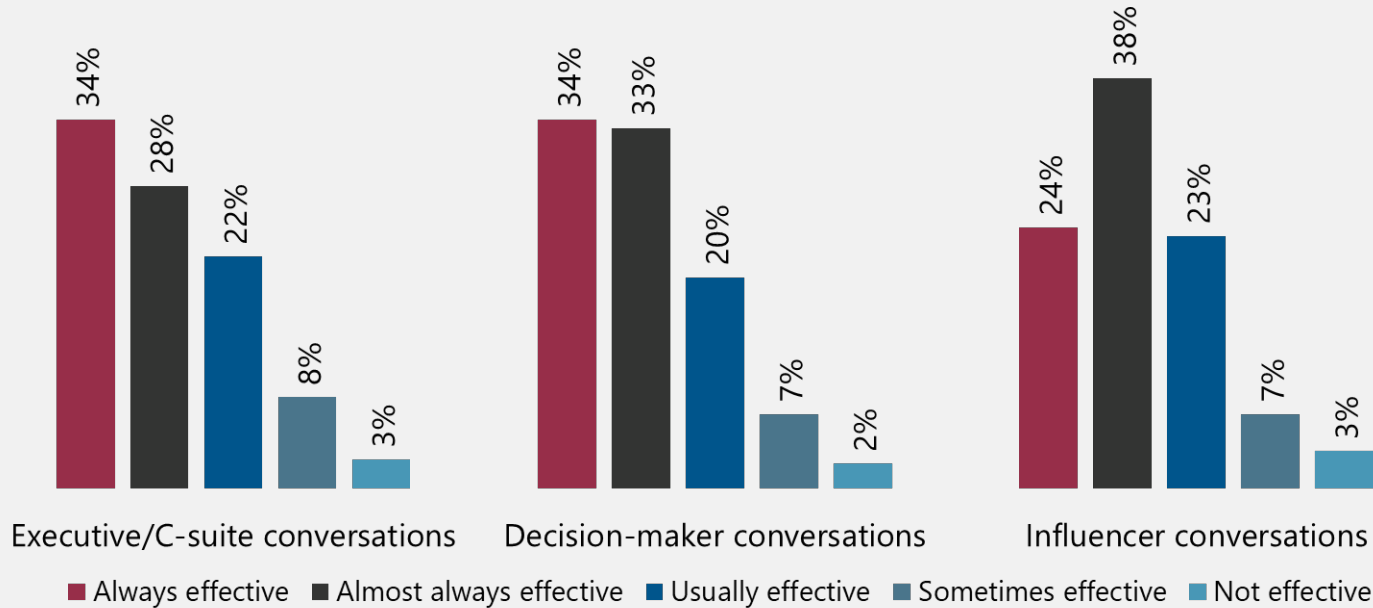
Overall, vendor companies are doing a passable job, despite not consistently engaging with the leaders of buyer companies.



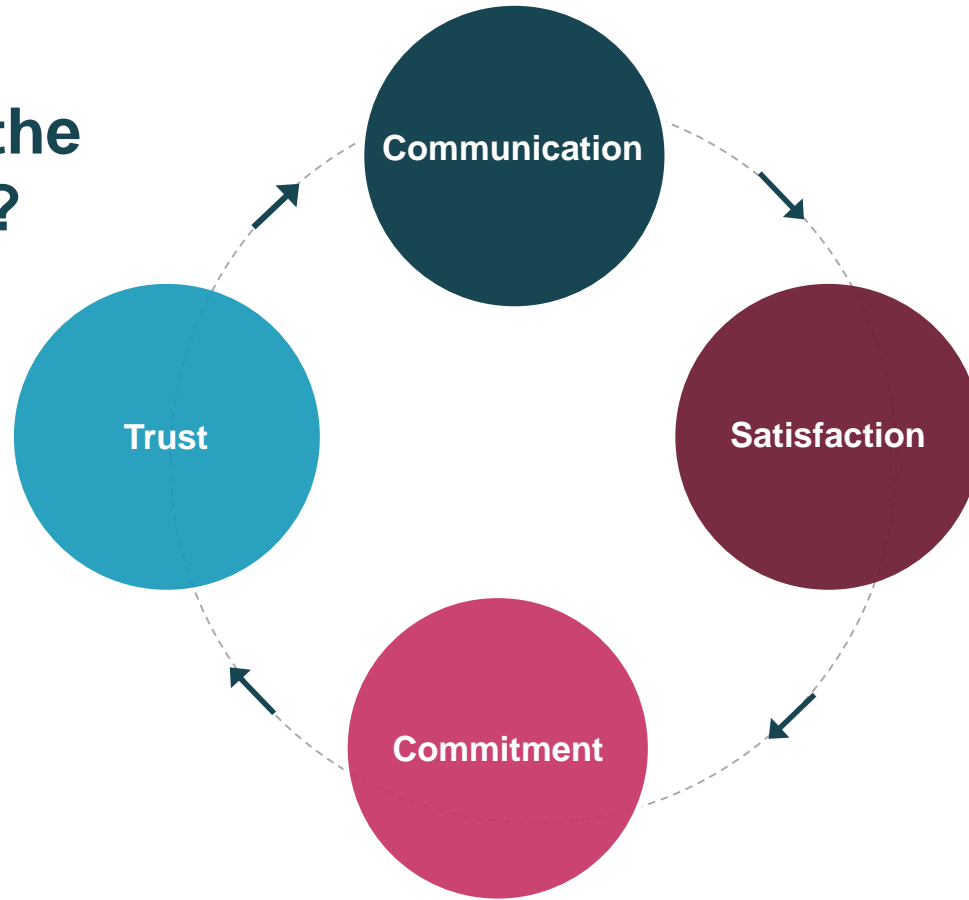
Buyers seek vendors that offer a range of solutions



Vendors are not effective in engaging buyers



What does the buyer want?



Communication

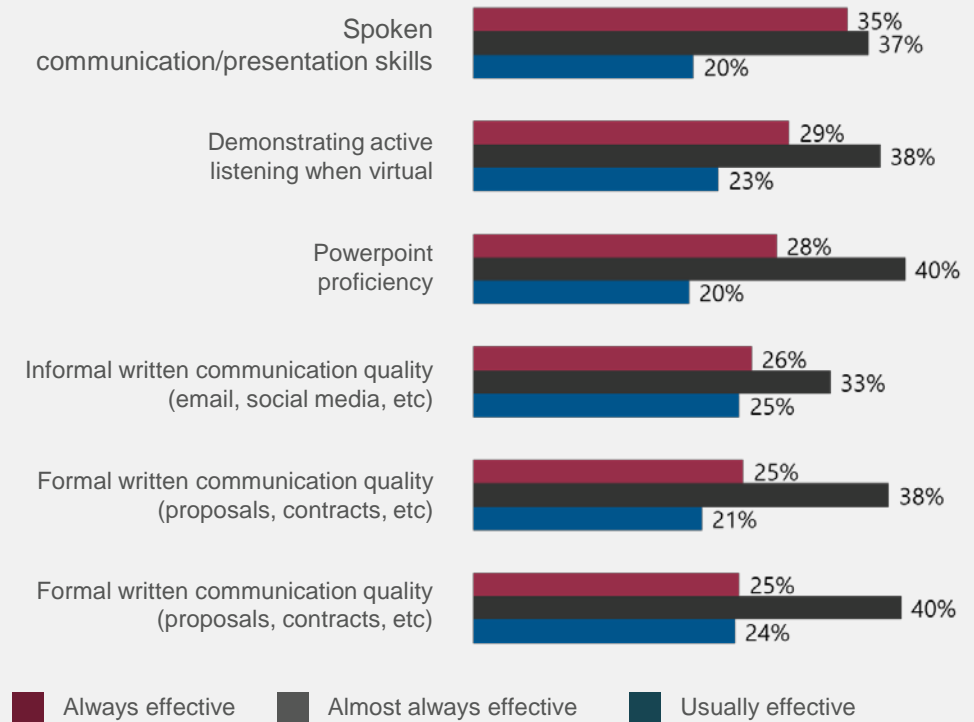
Open

Honest

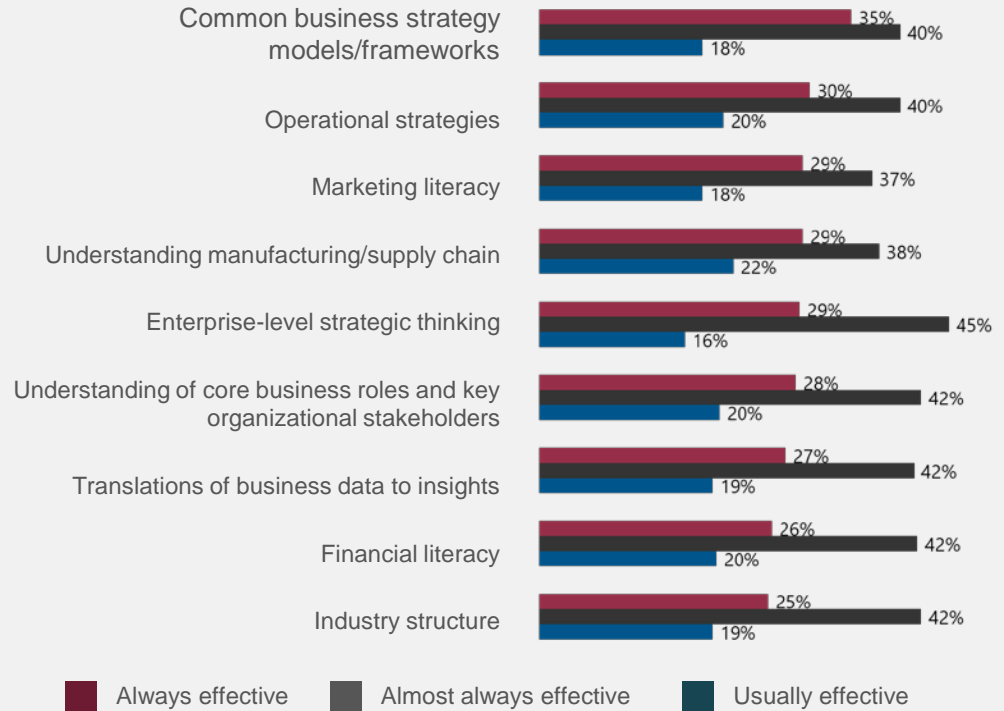
Transparent



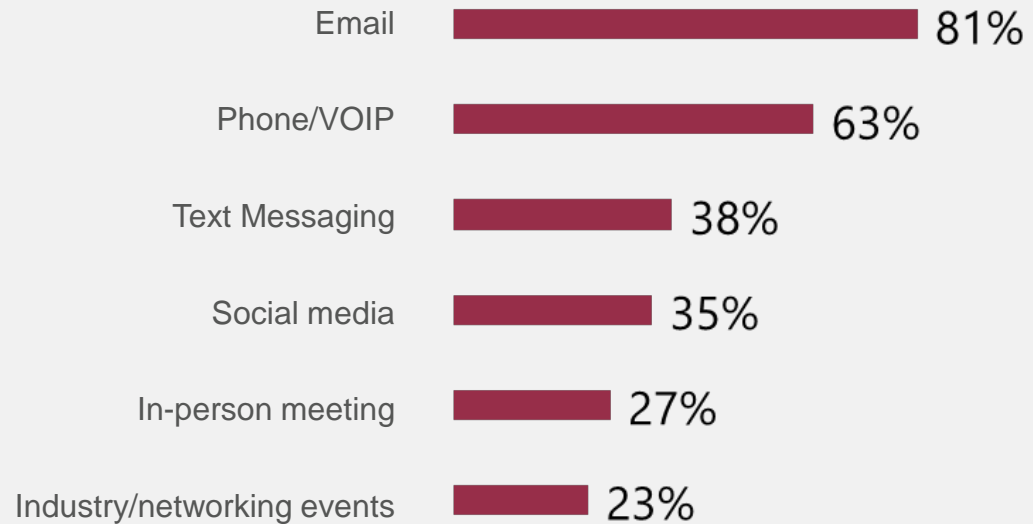
Buyers value communication skills



Less than 1/3 of buyers feel vendors are well-informed



Buyers prefer to interact via technology



Top points of failure for virtual communication

- ❖ Communication is more than words
 - We forget words
 - We remember emotion
- ❖ We lose physical, non-verbal cues
- ❖ Attention spans are short
- ❖ Information overload
- ❖ It takes longer



Satisfaction



**Customer
experience**



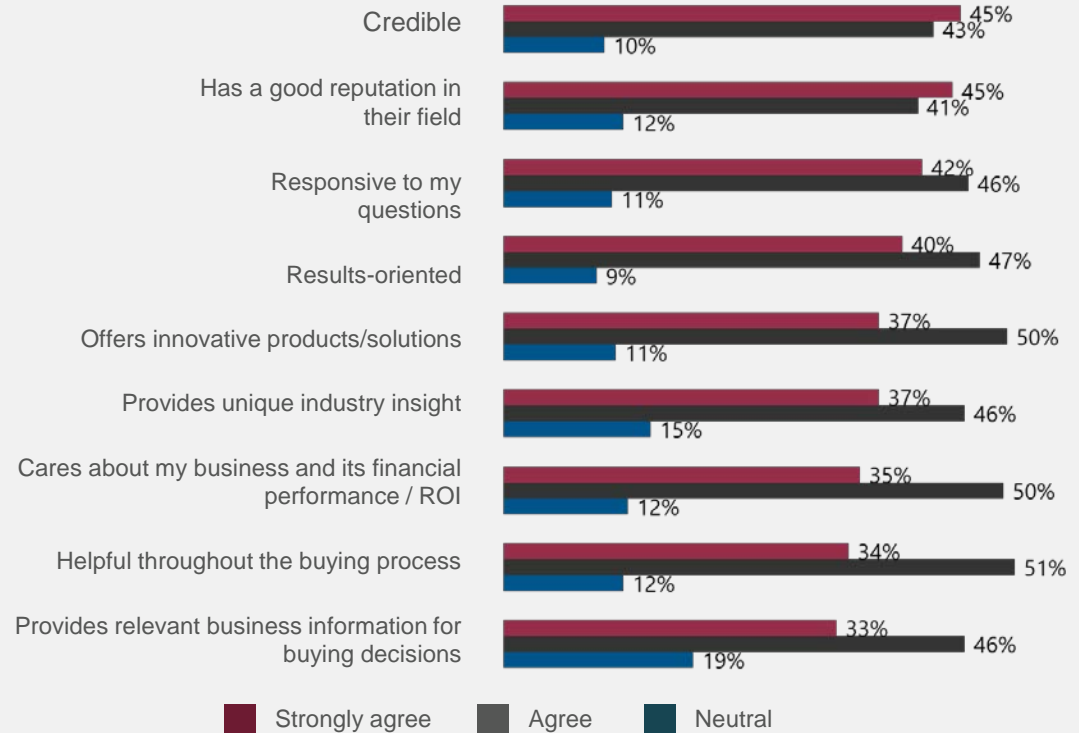
**Brand
reputation**



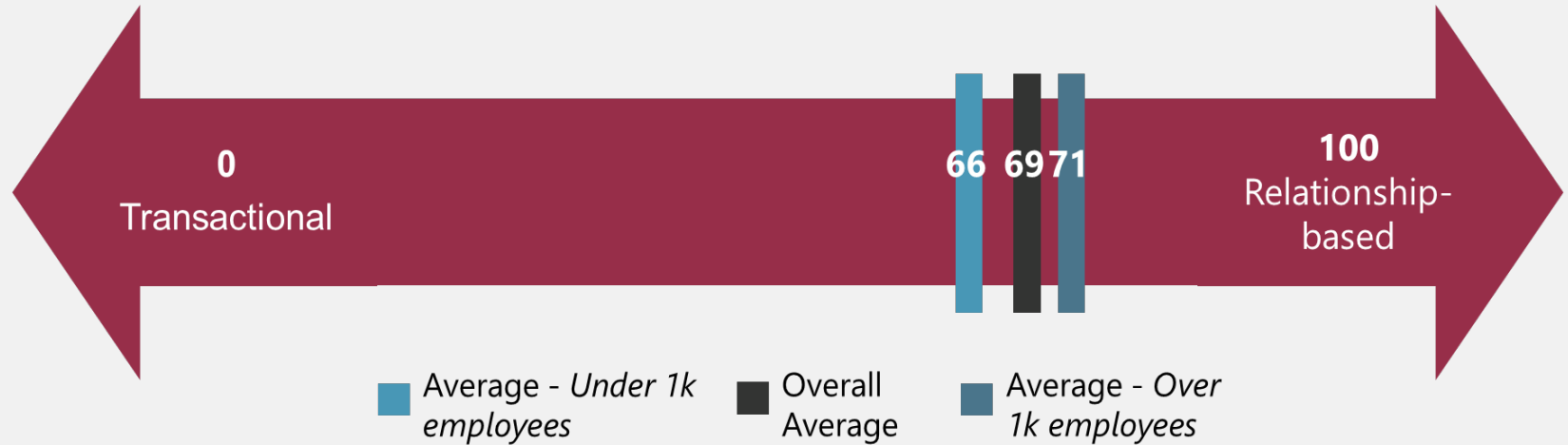
**Long term
vs. short term**



How buyers feel about their sales reps



Buyers seek long-term vendor relationships



Trust



Act ethically



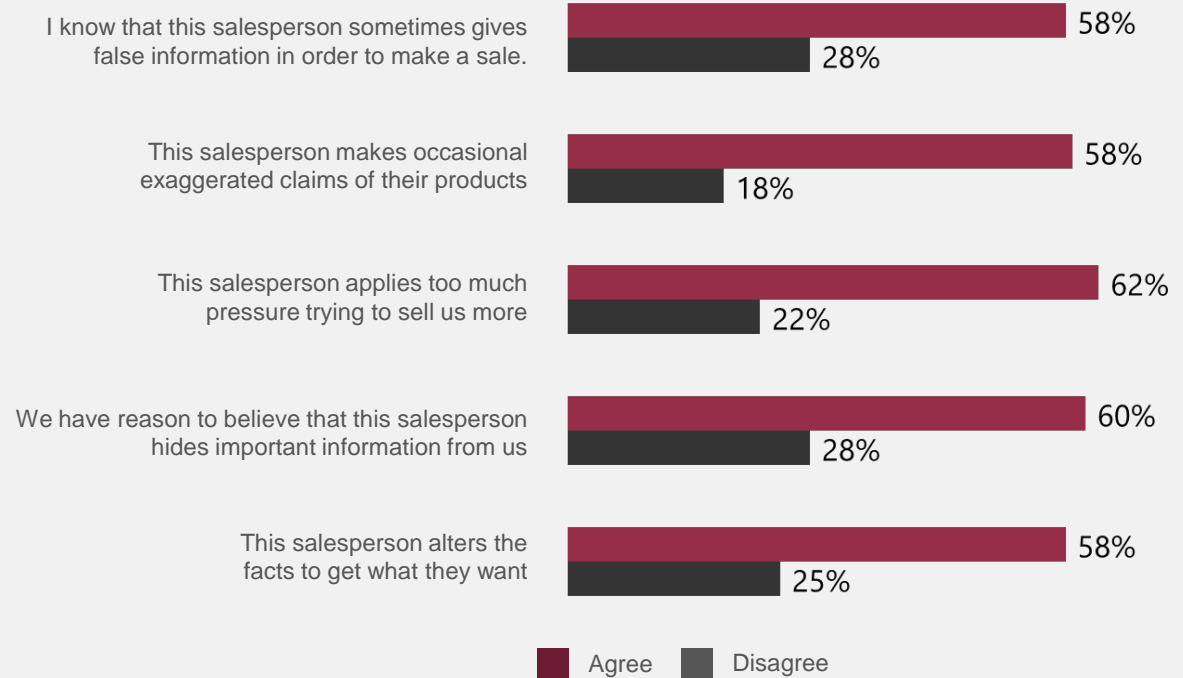
**Show me that
you know me**



**Add value early
(Give it away)**



Buyers question their sales reps' integrity



Commitment



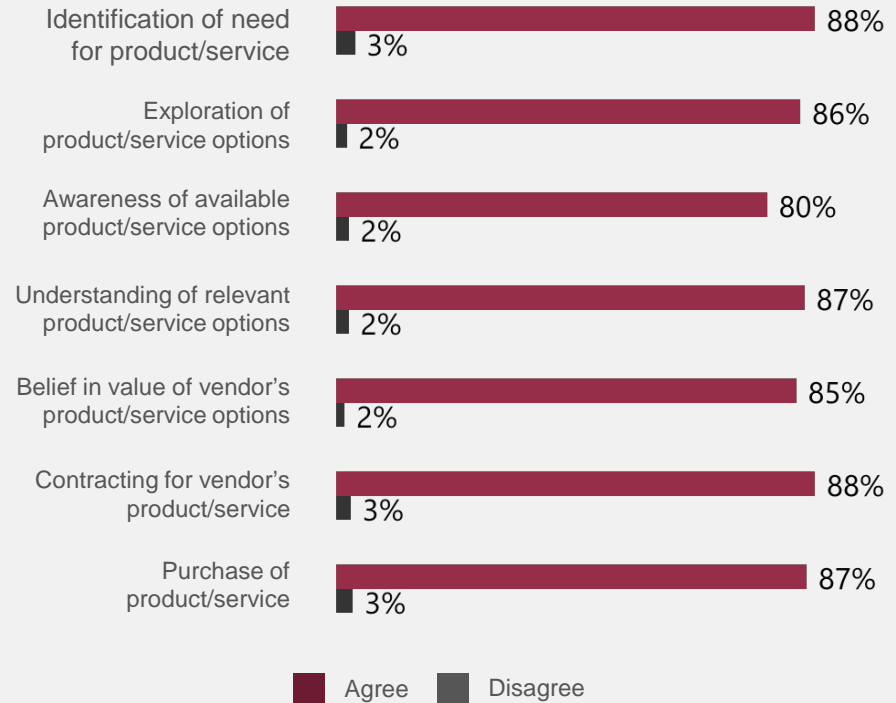
It is *more than*
just the sales rep



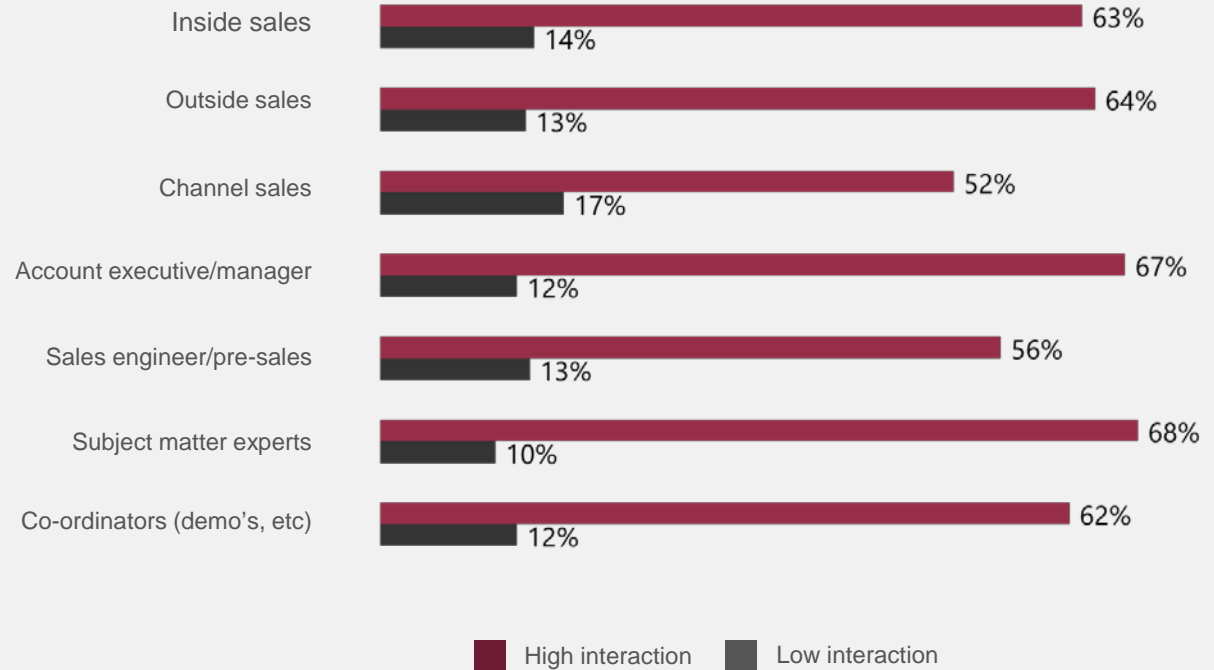
It is about them –
not **you...**
serve the buyer



Buyers want to engage throughout the process



Complex B2B sales is now a team selling activity



Buyer-Vendor Interactions



Engage

Sales reps need to be proficient at engaging with buyers at any point into the buying cycle.



Multiple Touchpoints

Buyer impressions are based on multiple touchpoints with different vendor representatives for the account.



Communication

Vendor communication skills are lukewarm at best across the preferred methods of communication.



Business Acumen

Vendors often lack a command of industry-relevant knowledge or business acumen.



Why do people buy?

Save time

Save or make money

Address fear

Pleasure

Avoid pain

- **Matt McWilliams**



Recommended actions based on buyer's perceptions

Develop the business acumen of the sales function to include a deeper understanding of financial and business insight.

Improve the effective virtual communication touch points of the sales function.

To sell to an executive – think like an executive.

Foster the skills to better diagnose where a buyer may be in the buying cycle and resynchronize. (Questioning + Empathetic & Active Listening)

Ensure that point-of-contact representatives are both ethical and credible from the buyer's point of view.



The bottom line

- ✔ **What you do is more important than what you say**
- ✔ **Customer experience begins with you**
 - Perception is reality
- ✔ **Readiness creates opportunity**
- ✔ **Proactive Management**
- ✔ **Golden Rule**

People will buy when they don't feel sold.
Communication. Trust. Satisfaction. Commitment.

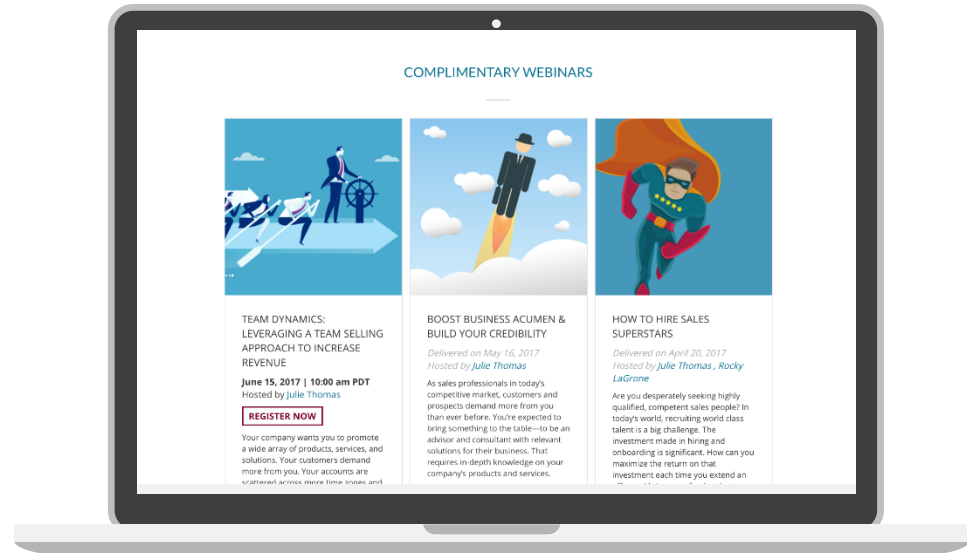


Questions?



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Go to valueselling.com > resources > webinars to download today's slides



Save the date!

Exceptional Qualification: Improve the
Quantity & Quality of Your Pipeline

April 19, 2018 | 10:00 AM Pacific



Thank you!

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