

How B2B sales have changed during COVID-19



Amid the COVID-19 pandemic, the way companies buy from and sell to each other now looks very different than it used to—perhaps permanently. To better understand how the B2B landscape is shifting, we launched a comprehensive B2B decision-maker survey.



What's changed for B2B companies?

Shift in customer preference to digital from traditional interactions



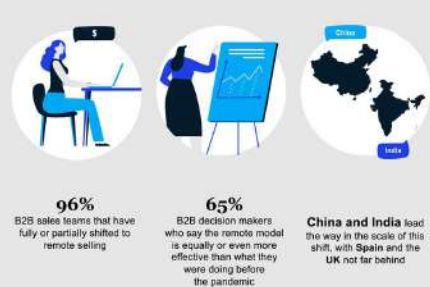
Customers want digital self-service tools



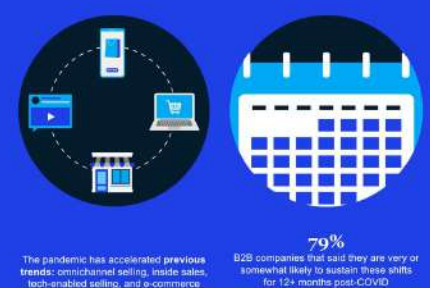
Digital is now an essential means of doing business



The pivot to remote selling



The next-normal sales model



How can B2B sellers adapt?

- 1** Focus on delivering—in all your sales channels—the 3 things buyers value most: speed, transparency, and expertise
- 2** Optimize your e-commerce channel to give buyers ease and convenience, and make sure all your sales channels are integrated and incentivized to collaborate with each other
- 3** Fix top buyer frustrations with company websites: long ordering process, difficulty finding products, and technical glitches
- 4** Offer the human touch whenever customers need it—whether for inside sales or field sales
- 5** Create a “pod” of digital-enablement experts to help reps migrate face-to-face sellers to digital channels and help sellers use new tools
- 6** Remap your customer journey to capture changes in the next normal, and use these insights to inform GTM-model adjustments