



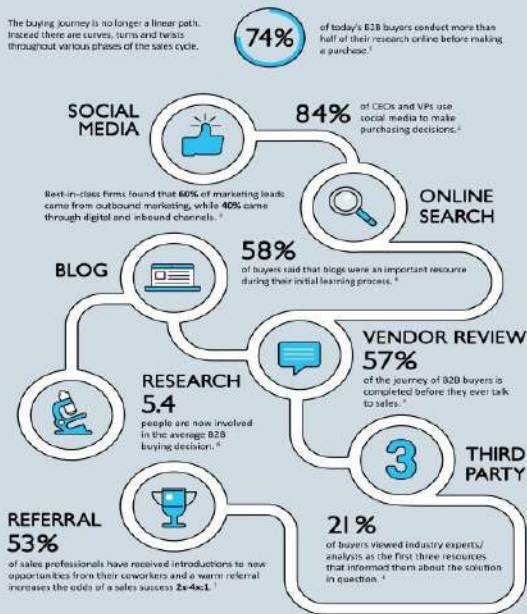
THE EVOLUTION OF THE B2B CUSTOMER

The Dramatic Shift In The B2B Buyer

The buyer has changed more in the past 10 years than the past 100. With the influx of social media and digital platforms, buyers are more equipped to make smarter buying decisions. Long gone are the days where cold calling and traditional tactics were the only way they could learn about their challenges. They are in control today. How are you dealing with this dramatic shift in the B2B world?

The Modern Buying Journey

The buying journey is no longer a linear path. Instead there are curves, turns and twists throughout various phases of the sales cycle.



The Biggest Challenges

How does a salesperson meet the modern buyer?

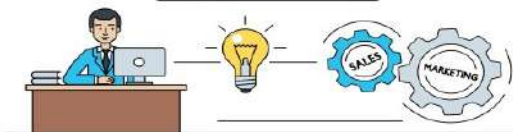
Evolving The Sales Role



Forrester research predicts that **1,000,000** sales jobs will be obsolete by **2020**. In order to adapt, sales organizations must adopt processes, skills and technologies that align with the modern buyer.

71% of salespeople believe that their role will be radically different in 5 years.⁹

Aligning With Marketing



Sales and marketing leaders must come up with a plan to train existing salespeople and acquire new talent to bring a more enriched skill set. B2B organizations with tightly aligned marketing and sales achieved **24%** faster revenue growth and **27%** faster profit growth over a three-year period.¹⁰

Learning New Sales Competencies



Although there is an apparent digital shift, buyers still want a personal relationship with sales. There is an opportunity to reboot your sales team to meet the modern buyer. But what are the skills sales professionals should focus on to survive?

According to Forrester, the consultative salesperson has these 6 core skills: **1. Embraces technology** **2. Shares new ideas** **3. Exhibits business acumen** **4. Communicates effectively** **5. Seeks collaboration** **6. Leverages data.**¹¹

References

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