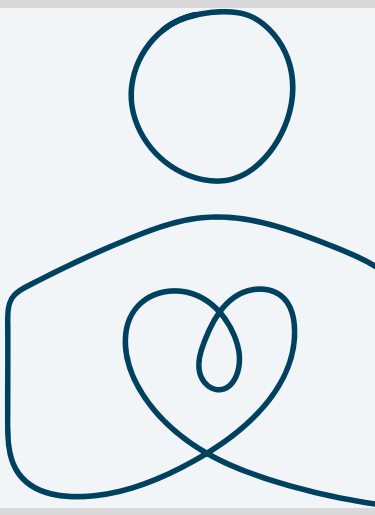
BUILDING B2B SALES RELATIONSHIPS

What buyers want from salespeople in the Digital Age

NEW CUSTOMERS

- Bridge knowledge gaps
- Highlight sources of value
- Uncover, define latent needs
- Shape the offering



EXISTING CUSTOMERS

- Help customers realize value, especially for subscription and consumption-based products and services
- Increase usage as indicator of value and desire to renew

ALIGN BUYER & SELLER ORGS

- Build consensus and alignment
- Tie to results to defined financial and business outcomes

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