

# Orchestrate buying dynamics

Strategies to improve sales team effectiveness

PEARSON & C<sup>o</sup>.





In today's commoditized environment, the thing that sets companies apart is their ability to create and develop relationships...



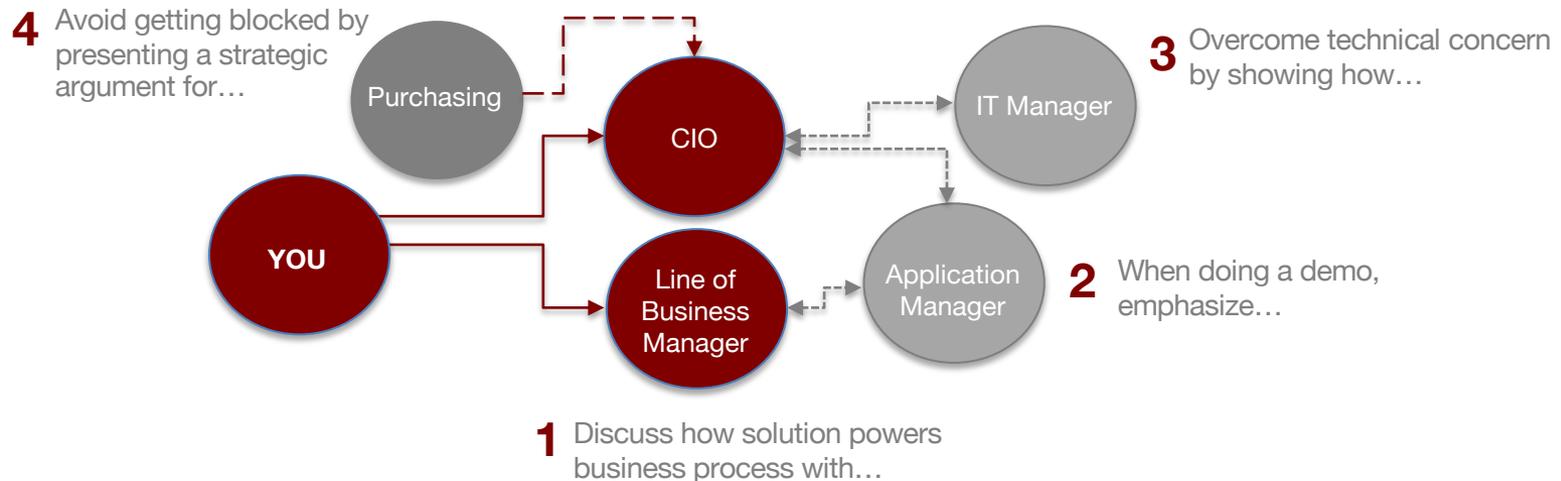
The sales process is actually a long series of micro conversions resulting from ongoing dialogue.

*“Lead Generation for the Complex Sale”*

—Brian Carroll

# Understand the landscape

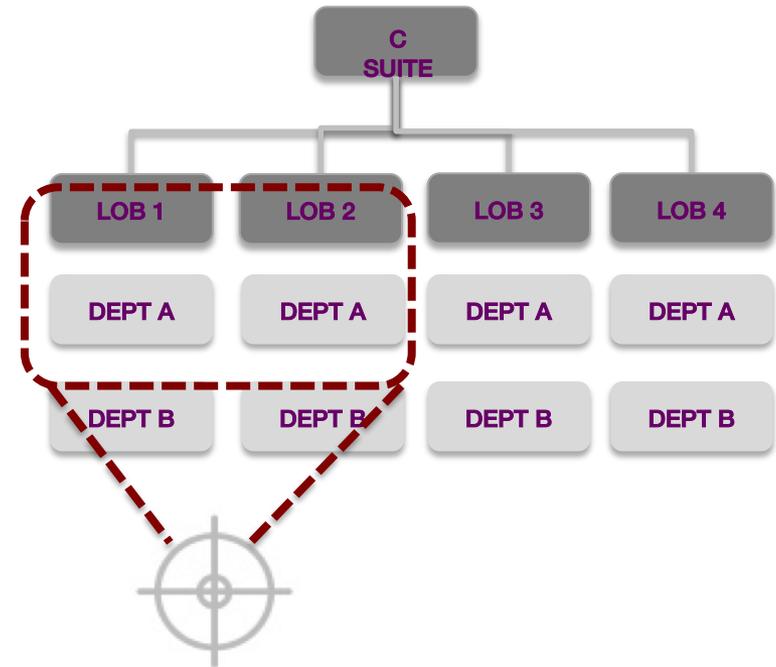
B2B buying cycles can be long and complex, involving many decision-makers and influencers across the customer's organization. To **approach the right people and get their buy-in at the right time**, sales reps need a clear picture of all players involved from discovery through deployment.



Value propositions must also be built for each stakeholder. Beyond simple segmentation by “technical” or “business” titles, contextual messages **articulate the most compelling benefits to convince specific buyers.**

# Follow the money

Sales methodologies advise sales reps to find the buyer with BANT (budget, authority, need, timeframe) and **present a convincing business case**. But in large organizations, getting to yes can be difficult when financial decisions are matrixed across multiple stakeholders with different **funding sources and levels of authority**.

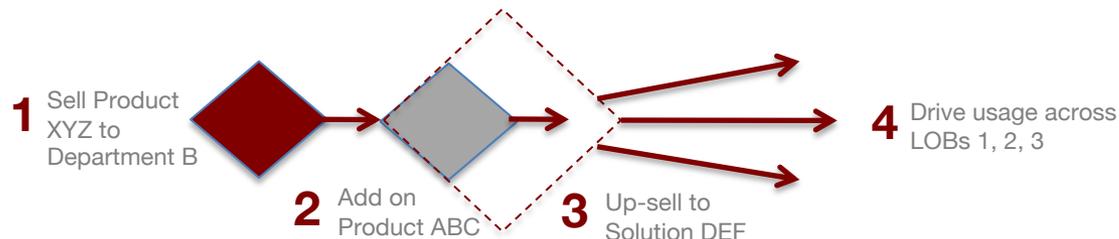


When these disparate buyers come together to make **a purchase with shared purpose**, we call it a “buying center.” Help your reps expand their opportunities by **prioritizing buying centers for your solutions**. Then coach them to win with selling strategies that connect multiple funding sources into **larger, more strategic deals**.

# Drive your desired progression

Getting the initial sale is only half the battle. Driving **repeat purchases and lasting loyalty** requires nurturing to ensure customers are leveraging their investments. But growing your footprint can be hard if you don't **intentionally sow the seeds for expansion** at the start.

Envision your end-state by **diagramming the ideal progression of future purchases**. Build a **strategic value proposition** that articulates the value of that bigger picture to your customer. Then sell the vision to **stakeholders who want holistic solutions** to challenges that span multiple parts of the business, such as C-level execs or strategists.



This strategic approach will expand deals and drag more sales as buyers see the **value of concentrating resources with a trusted partner**.

We develop contextual selling tools and content marketing programs that are considered best in class, with messaging that sharpens differentiation, playbooks that improve sales performance, and content marketing programs that deliver results. We help companies harness sales leader knowledge and apply rich insight about customer drivers and market realities in tools and programs that drive measurable change, often in less than 90 days.

If you want to equip your field, call Jenee Gatto today at 408-540-5305. Or, if you'd like to explore additional best practices, visit us at [www.contextual-selling.com](http://www.contextual-selling.com).

The background of the lower half of the page features three blue target boards arranged in a perspective line, receding into the distance. Several blue arrows are shown hitting the bullseye of the targets. The scene is set against a soft, light blue background.

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