

Buying 2.0

Improve Sales and Marketing Effectiveness...

- 1. Generate more qualified leads**
- 2. Accelerate the buyers through the process**
- 3. Increase perceived value vs. cost**
- 4. Shorten the sales cycle**
- 5. Improve conversion ratios**

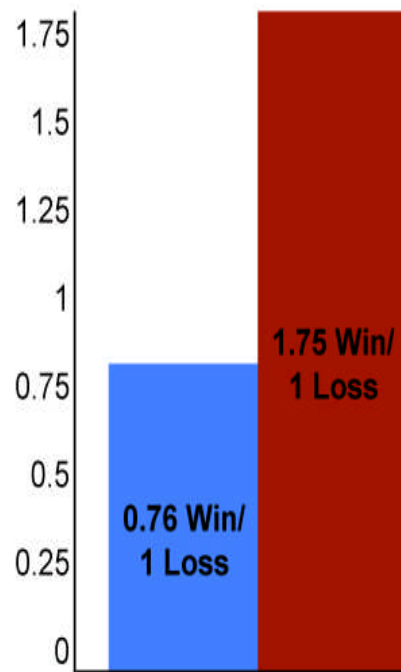


Buyer Focused Selling hits the Bulls-eye!

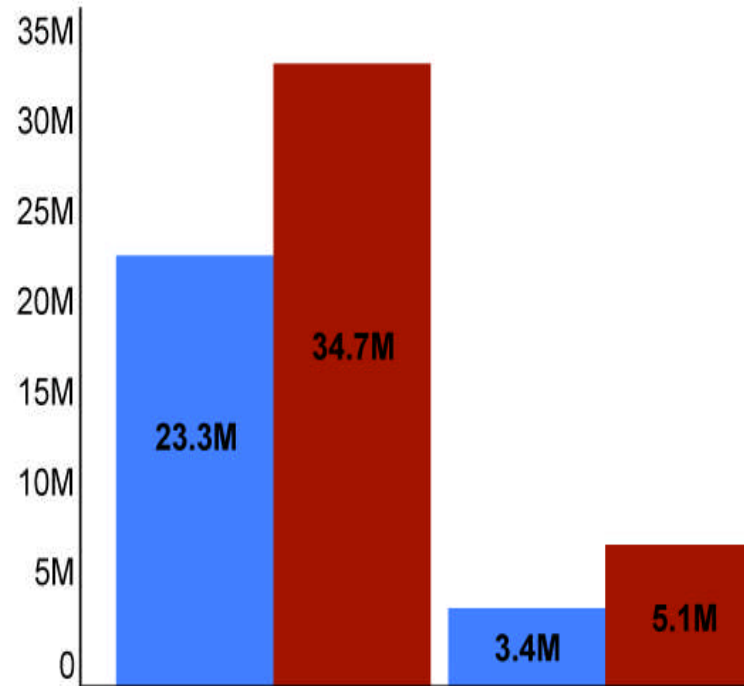
- ❑ Clear target market and penetration plan the whole team is pursuing
- ❑ Consistent, compelling value proposition
- ❑ Buyer-focused sales process that accelerates buying
- ❑ Web presence that enables buyers to get what they need quickly, easily
- ❑ Online/human interaction, selling tools that accelerate the buying process
- ❑ Support in adopting new methods and tools



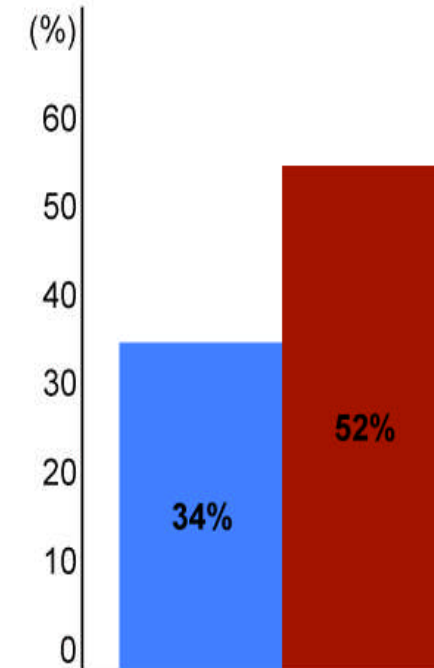
Buyer Focused Selling Sample Results



★ **Win/Loss Ratio**
131% Improvement



★ **Bookings** 49% Improvement
★ **Sales per Salesperson** 50% Improvement



★ **Market Share**
53% Improvement

And Margins increased 10%
In high-value, capital equipment sales

Before
After (1.5 years later)



Buying 2.0

- 1. Are you generating enough leads to make your goals?**
- 2. Is Sales and Marketing pursuing the same market?**
- 3. Is it easy for your buyers progress through each stage of the buying process?**
- 4. Are your sales methods and tools as effective as possible?**
- 5. How many “sales touches” could you eliminate or automate with an optimized approach?**

Buying 2.0

- 1. Align all efforts on a clear Target Market**
- 2. Design your Sales Process based on how they buy**
- 3. Optimize Human and Online interaction**
- 4. Use Buyer-focused sales practices**
- 5. Utilize powerful Selling Tools**



1. Align all efforts on Target Market

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Sales and Marketing aligned...

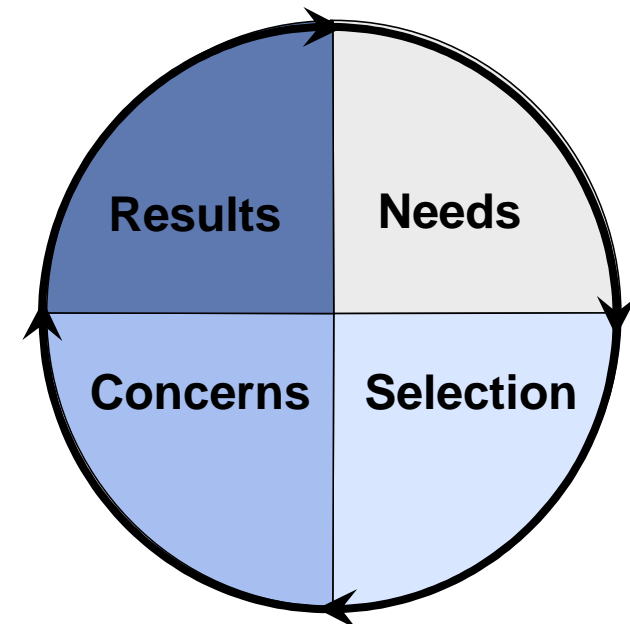
- ▶ **Ruthlessly pursue your “Sweet Spot”**
- ▶ **Compelling Value Proposition**
- ▶ **Common view of Buying Process**
- ▶ **Aligned metrics**



2. Buyer-Focused Sales Process

Buying 2.0

- ▶ **Design the Sales Process based on the Buying Process**
- ▶ **Make it easy to accomplish objectives at each step**
 - ▶ Clarify needs and products/offerings that meet them
 - ▶ Select best solution
 - ▶ Resolve concerns
 - ▶ Accelerate results generation



3. Optimize Human/Online Interaction

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Online

Human

- ▶▶ Relevant information
- ▶▶ At the right time
- ▶▶ Appropriate to decision to make, buyer's preference
- ▶▶ Well-integrated approach



4. Buyer-Focused Sales Practices

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- ▶ **Capitalize on Buyers' "Compelling Events"**
- ▶ **Demonstrate superior "Value vs. Cost"**
- ▶ **Identify and influence Decision Criteria**
- ▶ **Offer believable proof to resolve concerns**
- ▶ **Support them at each step of the process**
- ▶ **Accelerate their ramp up**



5. Utilize Powerful Selling Tools

Buying 2.0

- ▶ **Provide Thought Leadership**
- ▶ **Leverage credible third parties (analysts, customers...)**
- ▶ **Driven by Buying Behaviors**
- ▶ **Available Online and Offline**
- ▶ **Integrated programs**
- ▶ **Sales force ready to use them**



Buying 2.0

- ▶ **Clear objective; Why use the new methods, tools**
- ▶ **How it helps them do their job**
- ▶ **Strong management support, follow up**
- ▶ **Provide help up the learning curve, on-going support**
- ▶ **Track and reward use of methods, tools**
- ▶ **Showcase successes**



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Thank You!

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