

Is Sales Still Relevant?

White Paper on Buyer Intelligence in Modern B2B

In the age when buyers have all this information at their fingertips, why would they need to be approached by a sales person? And when they are - how would the sales person truly make a difference and be valuable?

The Information Problem

Buyers now have more relevant information about their issues than any single salesperson can offer (limited to their specific solution). After being contacted by multiple vendors, the buyer collectively knows more about their problem than all the salespeople combined.

The Solution

The salesperson becomes a buyer needs discovery explorer, investigator, listener and analyzer. Once they've identified an issue, they check if their solution could be a match.

Buyer Intelligence Questions

(These are sample questions - the real work is collaborating with you to identify which questions matter for your specific buyer.)

Why now? What outcome drives this decision? Who's judged on results? • What specifically? What they need to buy vs. what they think they want • When and how? Their timeline, process constraints, decision architecture • From whom? Who they'd actually consider and why • Success measurement: What gets reported up? When are reviews scheduled? • Output expectations: What the buying is expected to produce • What we craft: the complete picture of how they actually buy • Why they need to buy • What they need to buy • When they need to buy • From whom would they be most likely to consider buying • How would they be willing to buy—formal tender or direct award • Where would the buying be executed • Who is taking part in the decision making process • How long would the whole process take • By when would the submission need to be posted and how • Who is posting it and how it would be received • What happens once it is posted • How could we optimize the whole process before it started • What don't we know and how do we compensate for it • What output is the buying expected to produce • How would they measure success post-purchase • In what intervals are they going to collect feedback and how • How would modifications to the service be implemented • What is included in the purchase package

The Key Shift

Only after confirming yes/no do they proceed - with a tailored solution, not generic pitch. Focus on the value the buyer generates, not your quarter targets.

Our Help

We work in close collaboration with you as that external layer, filtering noise so you're left with only what matters to your buyer.