4 Common B2B Buying Hurdles

That Might Be Slowing Down Deal Progression

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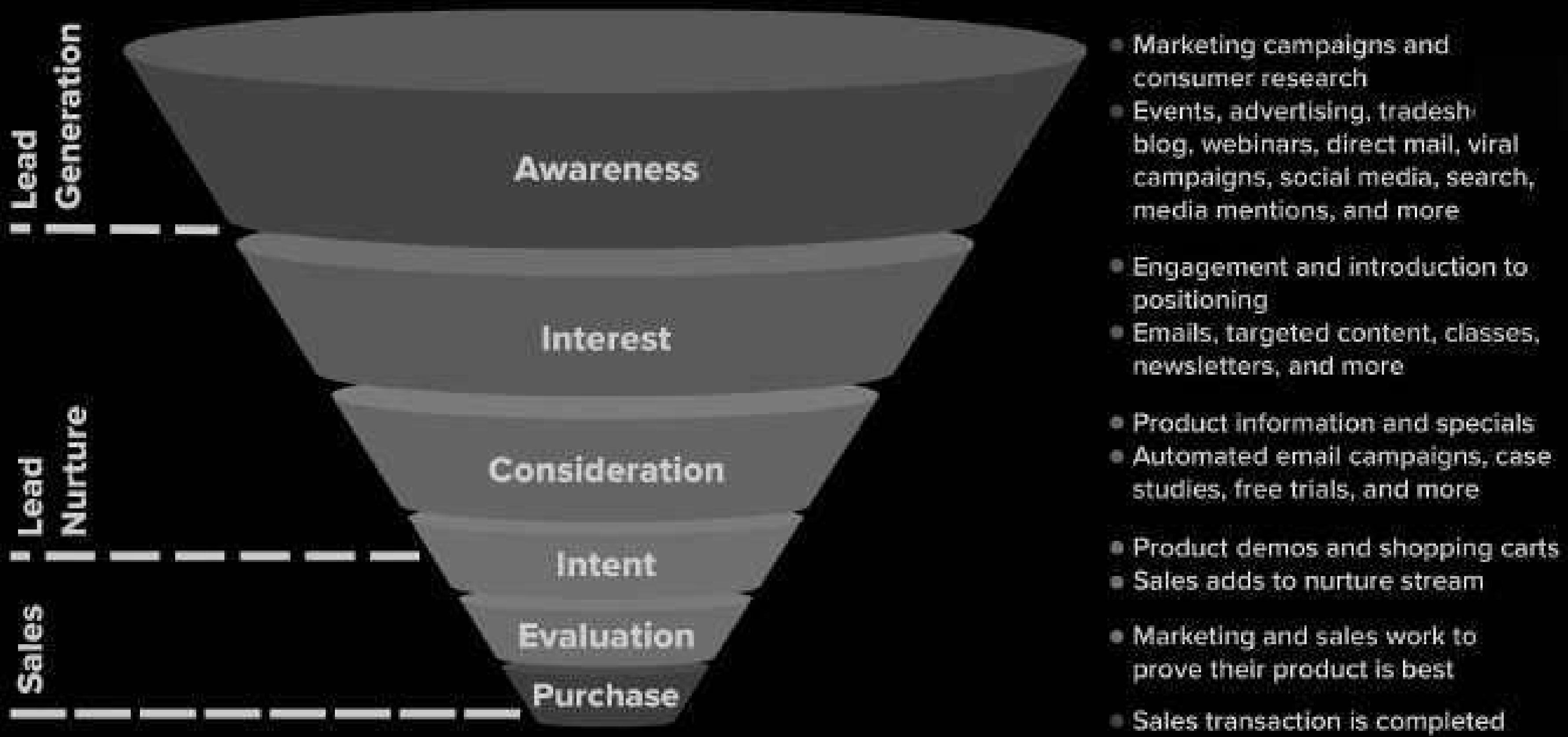
B2B Buyer Enablement Content Strategy & Research

AKA Getting you out of the weeds, off the Kool-Aid and thinking like buyers.


Lead Generation
Lead Nurture
Sales
Awareness
Interest
Consideration
Intent
Evaluation
Purchase
Marketing campaigns and consumer research
Events, advertising, tradesh blog, webinars, direct mail, viral campaigns, social media, search, media mentions, and more
Engagement and introduction to positioning
Emails, targeted content, classes, newsletters, and more
Product information and specials
Automated email campaigns, case studies, free trials, and more
Product demos and shopping carts
Sales adds to nurture stream
Marketing and sales work to prove their product is best
Sales transaction is completed

77% of B2B buyers state that their latest purchase was very complex or difficult

(Gartner, 2019)

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What if this tsunami of content we've been creating isn't actually helping buyers?

What if we are adding complexity to the purchase process?

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- Why is buying getting harder?
- Which parts of the buying process are the most onerous for buyers to complete?
- How do buyers feel about the quality of buying support material they receive from vendors? The quality of their sales interactions?
- What kind of buying support would they like to receive from vendors?

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Buyer Enablement

Content Strategy & Research

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#1

Buyers are slowed down by SDR (qualifying) calls

...because they offer little value to them and just feel like another hoop to jump before they can get their hands on the information they actually need.

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How to identify if you have this problem:

- You may be getting lots of leads.
- Leads are ghosting before SDR call.
- They attend the SDR call, but lead quality isn't great

The big question is...

How could you help prospects better self-qualify (or disqualify) before they become a lead?

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Who is really qualifying who, here?

#2

Buyers are slowed down when sales is the demo gatekeeper

This can slow buyers down from getting a handle on what the tool actually does and the impact potential on their business early in their research process.

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"We would love to attend events where we can see the product in action during the buying process, instead of just watching demos.

Because in demos, they're only showing you the expensive options"

“Just to see some of the features in action, I think, is probably more insightful than just sitting on demos with a sales representative.”

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“If you're going to talk to me about your pricing options, I might not quite understand yet, because I haven’t seen your platform or interacted with it.

And it’s difficult to make a comparison across platforms, and understand how that pricing relates to somebody else's.”

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A few problems:

1. It's gated, so they have to feel serious enough to give their email address and take up sales' time to walk them through it
2. It can be long and not always customized to their needs
3. What's on the demo is not always a fair representation of the actual product

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What are we gaining by gating demos?

#3

Buyers get confused comparing old tech stack to new platform

Buyers get confused about what functionality will be covered by their old tech stack vs new platform (and lack product knowledge to do an accurate comparison).

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"I don't love that we have a bunch of platforms…that will change soon I hope. Right now we have 10 different bills–I wish everything could be in one place."

"We really struggled to understand which features will be and won't be covered by the new platform."

"When we switch over, I *think* I can downgrade my old solution to the more basic version and save money there…I think?"

Who should really be figuring this out?

#4

Buyers are paralyzed by fear of the implementation

Buyers are **paralyzed by anticipated fear and confusion of the implementation** and transition-related challenges, ie working in two systems.

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Buyers have questions like:

- What does the implementation look like?
- How do we manage the accounting/finance transition?
- How long do we have to work in two systems?
- How are we ever going to pick a time to transition, we never have downtime?

"My biggest hesitation was probably having accounting person learn another system, and integrating the system. If I go back to my list of why I did it, it outweighs the risk. But I was pretty damn terrified"

"What information do need from us to get that set up? What do you do? What do we do?"

"Working in two systems feels like you're taking a step back in a way. We were nervous about the transition. Just everything took a little bit of education and time."

The single biggest challenge of selling today is not selling, it is actually our customers' struggle to buy.

–Brent Adamson, formerly of Gartner

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Buying Process Research:

Uncover some of the underlying reasons why deal progress is lagging

Buyer Enablement Recommendations:

How to structure your content marketing program and sales touchpoints to improve pipeline velocity

"The recommendations were so actionable"

"Sometimes what can happen with an external study is that when you see the research, everyone is like, "oh, wow" and then it kind of gets filed away and forgotten. What was so impressive is that it was so clear coming out of it what we needed to do and it was very, very actionable in terms of the next steps that had to happen. Our team has jumped in with both feet to create the resources and make the changes in marketing, sales and customer success. Just the speed at which we've been able to implement has been really exciting and we're even more excited to see what impact this will have in two or three months time."

— Catherine Graham, Co-founder and CEO, commonsku

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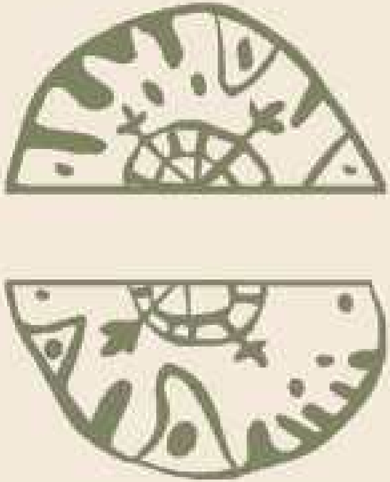

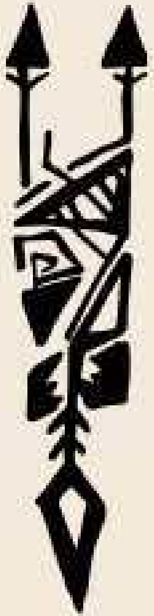

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