

Changing Dynamics in the B2B Buying Journey

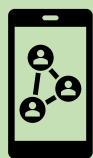


B2B buyers spend most of their research time independently searching online and offline.⁵

Ensure your company is visible when and where customers look.

80%

of B2B sales interactions will occur in digital channels.⁶



Leverage digital marketing to increase awareness and generate qualified leads for sales follow up.

15%

of the buying cycle is spent reconciling conflicting information.⁴



Reduce confusion and skepticism with comparison tools, assessments, samples and trial programs.

38%

of B2B purchase journeys result in "no decision".³



Drive decision-making with better stakeholder management and unique insights.³

Less than **30%**

of sales reps stay connected with customers and deliver what was promised before purchase.²



Improve the customer's experience with training and implementation support.

53%

of customer loyalty is driven by the sales experience.¹



Deploying internal and external resources appropriately is the key to delivering positive customer experiences.

¹Challenger- Buyer Study [link](#); ²The Most Important Phase [link](#); ³Challenger: Customer Buying Behavior [link](#); ⁴Gartner: What Sales Should Know about Modern B2B Buying Behavior [link](#); ⁵Gartner: B2B Buying Journey [link](#); ⁶Gartner: Why B2B Sales Needs a Digital First Approach [link](#)

Sales and marketing must operate in a parallel fashion

In today's world of B2B buying, there is no handoff from marketing to sales, or online to in-person. It's a parallel process, not a sequential one. Understanding the buyer's journey allows you to adjust sales and marketing resources to better serve the customer.



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