

Changing dynamics in the B2B buying journey

Implementation

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.



Loyalty

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.



Purchase

38% of B2B purchase journeys result in "no decision".³

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



Evaluation

15% of the buying cycle is spent reconciling conflicting information.⁴

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



Consideration

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

Ensure your brand is visible when and where customers look.



Awareness

80% of B2B sales interactions will occur in digital channels.⁶

Leverage digital marketing to increase awareness and conversions.



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.

OneSolution is a highly recognized sales a marketing organization that provides the best access to insightful market intelligence, strategic distributors and valuable end users. Our service is backed by 35 years of customer relationships, a history of industrial channel experience and full nationwide coverage.

See how OneSolution can help you optimize your customer's experience.

866-352-1947 info@OneSolutionTeam.com