

Optimize your pipeline by knowing how your buyers buy

We have a simple observation from our decades of buying research - people are more likely to buy from companies that sell the way they want to buy.

So the company that uncovers true insights about who their buyers are and how they make buying decisions is going to have a huge competitive advantage.

“Why should I buy from you?”

It's the **one question** your entire company is designed to answer. As a result, it's the **one question** with the power to bring everyone in your company together, such as sales and marketing, engineering and finance.

And because it's a question marketing owns, marketing can lead the company in embracing its customers together.

What you may be completely missing right now

As marketers, we are good at running marketing programs. But there are really crucial buying insights that B2B marketing teams often lack when running ABM and demand gen programs. They have few real insights about:

- 1 Real buyers:** Not made-up personas. They are the only people not in most sales & marketing planning sessions currently.
- 2 Individual personas:** Each individual role in the buying process. There are 5.4 different ones in the average B2B decision.
- 3 Pre-contact behavior:** What happens in the 57% of the process BEFORE buyers contact a vendor
- 4 Offline behavior:** Buyer activity that NO online system can find
- 5 Pipeline casualties:** Attractive buyers who nonetheless drop out of your funnel
- 6 Opportunity Stalls:** Buyers who STALLED (CEB estimates at 60% of B2B engagements)
- 7 Opportunity losses:** Buyers you LOST but need to learn how to win
- 8 Real reasons for wins:** Buyers you won but you don't REALLY know why

Why traditional “win-loss” research fails

There are many reasons that typical win-loss research conducted by the company itself does not yield clarifying strategic insights:

- 1** “Canned” responses are typical because prospects feel uneasy speaking honestly with the company they didn’t buy from!
- 2** Participation is low because lost buyers are less likely to respond to a company they rejected than to an independent research company.
- 3** The findings from typical win-loss are **predictable**: the trio of wrong features, price, and pre-existing client relationships. Not useful.
- 4** It takes a lot of **time and effort** to recontact, schedule, and engage lost and stalled prospects to talk about
- 5** **Political divisions** are more likely to arise when one internal group is perceived as analyzing another.
- 6** The **sales force** wants to spend their time closing sales, not recording details about deals they could not close.

How DecisionDrivers™ is better

The win-loss research you are doing likely does not have these advantages:

- 1** **Inclusive**. We focus on your “stalled” prospects, not just wins and losses. CEB research indicates that 60% of B2B engagements fail to end in a selection of ANY vendor! So traditional win-loss is 40% effective at best! We’ve got you covered from every perspective.
- 2** **Independent**. We deliver the truth. The whole truth. Nothing but the truth. Have no axe to grind. Our only goal is to help you *win more!*
- 3** **Incisive**. We are trained bloodhounds who know how to probe for the REAL reasons behind decisions. We listen for what is NOT SAID as well as what is spoken.
- 4** **Insightful**. We’ve been doing this for years. We’ve interviewed hundreds of customers - and especially the lost and stalled ones. We go beyond reporting behavior to uncovering motivations and new selling strategies. We test buyer reaction to new ways to win, not just why you lost.
- 5** **Instructive**. Our reporting is honest, clear, helpful, and encouraging. We want you to be our next star client! Plus we create a sales playbook that can equip each sales person with clear plays for each persona.
- 6** **Immediate**. You have a business to run and prospects to meet. We can make it happen. Fast. So you start gaining on the competition. Fast.



How Does DecisionDrivers™ Work?

1 ASSESS: First, we meet with your **sales & marketing teams** to introduce our program, get them on board, identify their **questions**, and co-create some **new ideas** they would like us to explore.

- ▶ **Product marketing**
- ▶ **Customer marketing**
- ▶ **Sales management**
- ▶ **Sales enablement**
- ▶ **Product management**
- ▶ **Content marketing**
- ▶ **Sales development**
- ▶ **Customer success**

2 RESEARCH: Then you identify your recent wins, loses, and stalled deals. From these contacts, we conduct **in-depth individual phone interviews** with the key decision-makers in your recent opportunities. We have an **excellent track record** in **gaining participation** and insights from your customers and even lost and stalled prospects. We can even find recent category buyers for you if needed.

3 APPLY: We present buying insights in 1-3 hour application workshops for your sales team and marketing teams with learning and recommendations for each function, from lead gen to customer success.

Then we check back with you 1, 3, and 6 months later to help with your development efforts.

What is this insight worth to you?

How much stronger could your marketing performance be if you truly understood...

- ▶ the **internal triggers** that activate search behavior?
- ▶ the **content** each persona seeks at each stage of the process?
- ▶ how your prospects **differentiate** between you and competitors?
- ▶ why qualified prospects **leave your funnel** at each stage?

What would be the impact of that insight on:

- ▶ Honing the effectiveness of your **ABM targeting and messaging**?
- ▶ Increasing your **conversion rates** at each step of the funnel?
- ▶ Improving the ROI of your **marketing technology** spend?
- ▶ Increasing your **SQL and SAL conversion rates**?

Get DecisionDrivers working for your team in as little as **6-8 weeks** and for as little as **\$25K**.

We can even get you started with **2-day assessment & application workshops** for **\$9K**.

You do the math. Seems like a no-brainer to us.



Call or write us about winning more

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