



## THE IMPORTANCE OF THE HUMAN FACTOR: THE NEW ROLE OF SALES IN A DIGITAL WORLD

Today, consumers and B2B customers can instantly buy anything from the comfort of their computer, tablet or phone. And they have more than just access to products, they also have access to information: Customers can easily find all the product information they need, in a matter of seconds - as well as reviews from experts and other customers just like them. According to statistics, customers are 60 % -decided on their purchase decision before even talking to a sales rep.

Considering how successful retailers have been in utilizing online channels for communicating and selling to their customers, the B2B market, by and large, has yet to make this a reality. In too many enterprises the same old traditional channels are used. Unfortunately, in B2B, many of these complex processes are very cumbersome - starting with providing the right product information, prices, etc. and ending with placing and fulfilling the actual order - and are still handled manually by the sales team.

### Salespeople need ecommerce understanding

While there are undoubtedly greater complexities involved for the B2B market than the B2C, the simple truth applies for both: the success of acquiring and retaining customers depends heavily on the ability to deliver exactly what it is that they want. To achieve this task, businesses need salespeople with ecommerce understanding.

As the B2B market changes, and other sales organizations begin to drastically improve their productivity, speed, market knowledge, etc, the salespeople who are unable to adapt to that shift will be left behind, as customers come to expect a new level of efficiency. To be successful, you must constantly adapt your strategy to the changes around you.

The new digital business environment doesn't necessarily displace the knowledge and expertise a salesperson can provide. By implementing a few fresh tactics, today's salespeople can survive the changing world of B2B, positioning themselves as a trusted resource for the modern

customer. Ultimately, B2B customers appreciate when vendors deliver a B2C-class user experience. When it's done correctly, it can improve your conversion rates and increase average order volume through simple, effective search and navigation, detailed and informative category pages, in-depth product displays and ratings, cross-selling, up-selling, and expert salespeople.

### The need for personalized selling: The human factor

Many B2B customers are accustomed to personalized selling and come to expect this even in the e-commerce-enabled engagements. They are looking for trusted resources who can educate them face-to-face on the issues and opportunities in their industry. The sales rep needs to prove that the customer won't be out there alone. In many cases, the customer needs assurance from the sales rep that he'll personally be available and responsible - from concept, to implementation, and beyond. Social selling is about listening to buyers to discover their interests as much as it is about becoming an effective content curator and thought leader.

Good salespeople have always built relationships and helped people make informed decisions. The difference is that digital channels make the whole process easier, faster, more efficient and scalable. For B2B companies to stay ahead of the game, they must evolve and adapt to their surroundings. And it must all begin with the people themselves, and a fundamental rethink of the role of the modern salesperson or account manager.

MFB Resultants can help you find and hire great salespeople who have an immediate impact on your revenue. In a technology-driven business environment our experts can help identify what truly supports your sales team and provide a guide to putting it into action every day. We assist your team understand what they need to do to move beyond a supplier-buyer relationship to a strategic relationship.

**MFB Resultants – We deliver results.**