

BUYERS' VIEW

Insights from across the globe

OF SALESPEOPLE

In this latest edition,

we engaged with those responsible for organisational purchasing, exploring their

purchasing, exporting their perspectives on various aspects of the business purchasing process. This is our most extensive global study to date, showcasing a wealth of insight that will significantly benefit sales professionals and

benefit sales professionals and contribute to the advancement of the field. From the emergence of artificial

intelligence (AI) and the

heightened requirement for more personal relationships through to the need to

through to the need to refresh the sales basics, this research aims to facilitate their professional development and foster improved outcomes for both clients and suppliers.



01

02

onfirmation of next steps

Provide additional information

Examples of work

23%

When making a commercial purchasing decision, what are the most important aspects of a supplier's offering?

(06)

(02

01 Industry experience

Local market understanding

Subject matter expertise

NON-LINEAR PURCHASING

through a more fluid, nonlinear journey. They need to appeal to different buying groups and to achieve this, a more personal approach targeting each group of stakeholders will help them stand out from the crowd. The C-Suite Ed-96, finance and accounting 1909 and procurement (24%) are highlighted as the key players in influencing the final decision in the commercial buying process. Most buyers have highlighted changes in the length of the buying process. This has been predominantly (28%) as well increased emphasis on risk management (14%), business uncertainty (15%) as well increased collaboration (15%), it's primarily the approach to buying across the board

What fundamentally propels the buying journey to a successful outcome is the sales professional's ability to actively drive the process and take control of the actions. They need to provide confidence the buyer's concerns will be comprehensively addressed 50% and next steps are clearly outlined (4%), and however, what is clear, is that experience is king and when combined with a more personal approach and brand reputation it is a winning formula.

04

Following a sales meeting, what type of follow up from a sales person helps you move the buying process forward?

40.9% 29.7%

26.6% 26.3%

16.7%

THE COLLABORATION

allows you to better understand the specific goals and challenges of your customers. It's no surprise this leads to better solution and service alignment to meet those needs, reducing the chance of misunderstandings further down the line.

As well as communication, organisations also prioritise strategic thinking and planning capability when considering who to work with. Decision makers need to feel confident their suppliers' goals are effectively aligned to the broader strategic objectives of their own organisations. It's therefore important account managers demonstrate a strong understanding of their customer's business and can

What is clear, leaders expect account managers to work harder than ever to deliver on service quality, showase their propositions and at the same time deliver value for money. Ensuring an exceptional customer experience, account managers need to collaborate on current industry trends, best practices, and fully grasp and embed their product portfolio with their customer's business.

28%

11%

EQUATION

of organisations stayed with their current supplier

05

When reviewing business proposals from suppliers, what details are most important to you?

03

(09)

(07)

17%

Top 3 most important aspects of a supplier's salesperson

Communication skills

Business advisor/ consultative approach

prioritise industry experience when

90%

or more suppliers

that has altered, but especially in larger deals where around 40% of sales cycles take approximately nine months or more Differentiating your proposition is more important than ever when it comes to selling complex solutions. As high as 90% of companies are likely to be competing with three or more suppliers. This highlights how critical the role and update of the properties where the properties were ranked not land 2 respectively by companies when looking at a supplier's total offering.

Top 3 key players in making the final decision in the commercial buying process

34%

30%

24%

assessing a supplier's offering

02

Our findings demonstrate those sales professionals who possess and cultivate El are not only more able to foster strong customer relationships but tend to be more successful in their roles and contribute to their organisation's overall success. With the ability to navigate challenges empathetically, they are more able to find solutions that align with customers values and beliefs. With the ability to navigate challenges empathetically, they are more able to find solutions that align with customers values and beliefs. El is valued by customers, and yet with the increase of Al, its possible sales approaches are becoming more generic with little demonstration of a clients' specific business needs. Supprefessionals may incorporate Al tools, but they need to do so in an Emotionally intelligent way, to maintain rapport with the customer.

58%



29% Price/economical benefits

Emotional intelligence (EI) emerged as a powerful tool for establishing customer trust and deeper connections Leveraging EI, sales professionals will be able professionals will be able to navigate challenges and align solutions with customer expectations, fostering stronger, more meaningful relationships. The importance of a company website and online content to support sales efforts cannot be overstated. It is the primary source of information for buyers, and needs to be engaging, user-friendly and significantly contribute to a positive first impression. The buyer journey is increasingly non-linear, involving many more stakeholders.

A SUMMARY OF INSIGHTS

In an evolving sales landscape, we shouldn't overlook the significance of in-person selling. Over half of buyers prefer face-to-face meetings over virtual interactions. This underscores the enduring value of personal connections and the need to balance digital strategies with traditional approaches.

To enhance the effectiveness

To enhance the effectiveness of sales teams, we should address gaps in foundational selling skills. With only a quarter of sales professionals rated as effective at assessing customer requirements, strengthening these fundamental skills will be pivotal to understand and meet customer needs

and meet customer needs accurately.

TRANSFORM POTENTIAL

Therefore, sales professionals must guide buyers through this fluid process, understanding the perspectives and requirements of all the influencers. And finally, tailoring communication strategies is an essential aspect of successful sales and is crucial for becoming the preferred partner. Investing effort to understand and connect with different buyer groups empowers sales professionals to convey their message effectively. This will enhance communication effectiveness and increases the likelihood of successful engagement.

INTO PERFORMANCE Our research has unveiled key insights into the ever-changing landscape of buyer expectations and the critical factors that influence sales success. At Tack TMI, we recognise the significance of staying ahead in this dynamic sales environment. Our suite of targeted programmes is designed to directly address the specific challenges revealed by our research. Here's just some of the things you can implement today to transform your sales team to new levels of performa For Sales Professionals: Ignite Personalised Connections

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For Commercial Leaders: Lead Your Team to Success

For Organisations: Invest in the Future of Sales Excellence

training and development needs, please contact: E: info@tacktmiglobal.com

If you would like to discuss any of our courses or how Tack TMI can support you with your

Contact us for a personalised consultation and take the first step towards sales success.

The journey to sales excellence begins with your commitment to action.