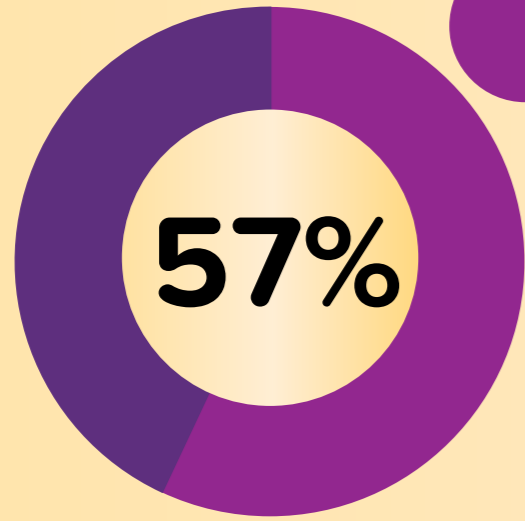


# BUYER BEHAVIOUR

## B2B BUYERS HAVE CHANGED

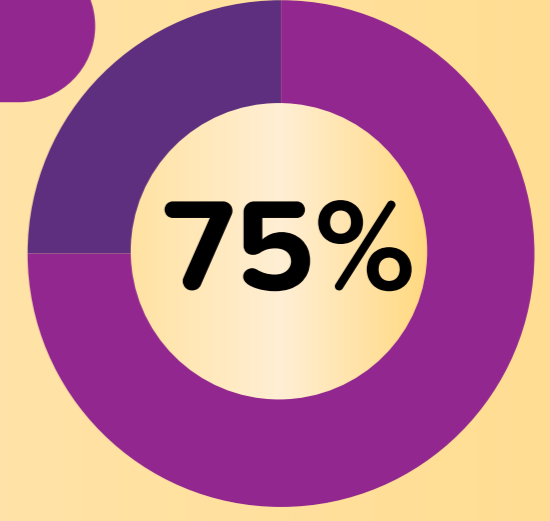


More than half the sales process has disappeared. B2B buyers are 57% of the way through their purchasing decision before they engage sales

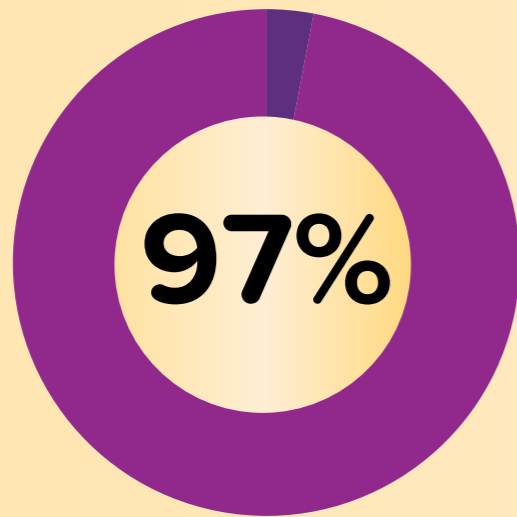
Source: Corporate Executive Board

Business buyers are more connected than ever before. 75% B2B buyers use social media to make purchasing decisions

Source: IDC



## B2B SELLERS NEED TO CHANGE

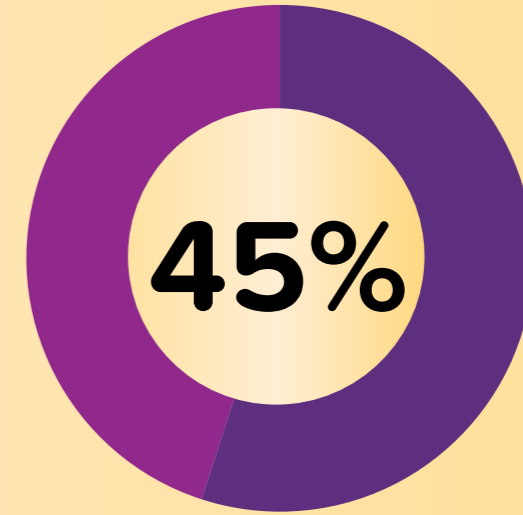


Cold Calling doesn't work 97% of the time

Source: IBM Buyer Preference Study

Social selling leaders create 45% more opportunities

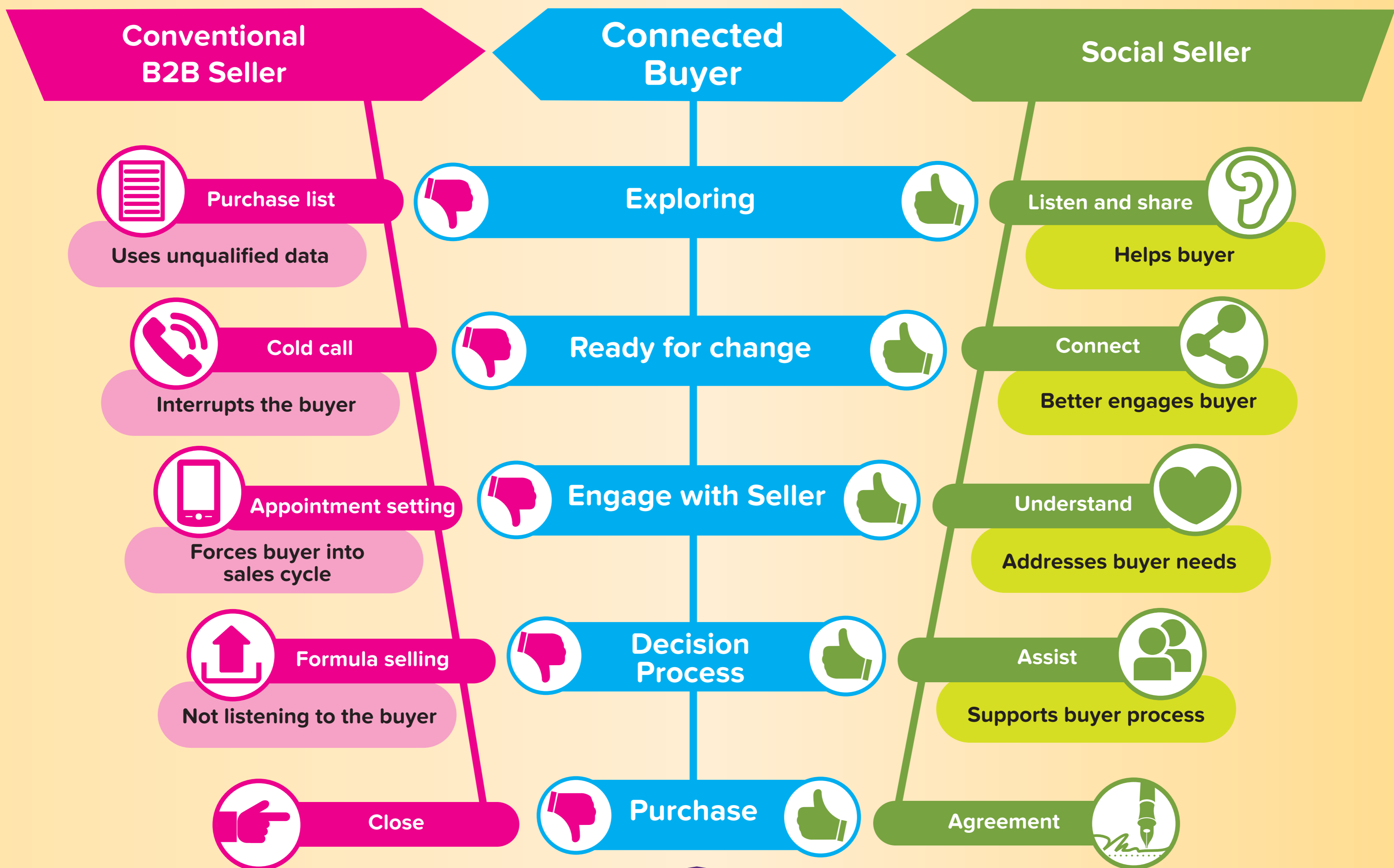
Source: LinkedIn



Conventional Sellers create opportunities to be disliked

VS

Social Sellers create opportunities to be liked



SOCIAL SELLERS ACHIEVE **31%** HIGHER QUOTA ATTAINMENT

Source: Aberdeen Group