



NAVIGATING THE BUYER'S JOURNEY:

Why 70% of decisions happen
before sales

SUMMARY



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Introduction

The buyer's journey has undergone a significant transformation in recent years. In today's digital age, empowered buyers have access to a wealth of information and resources, enabling them to conduct extensive research before even reaching out to a sales team.

It's crucial for businesses to understand this shift and adapt their sales and marketing strategies accordingly. In this whitepaper, we will explore the fascinating statistic that

70%

of the buyer's journey happens prior to engaging with sales, with only

17%

of the journey dedicated to interactions with the sales team.

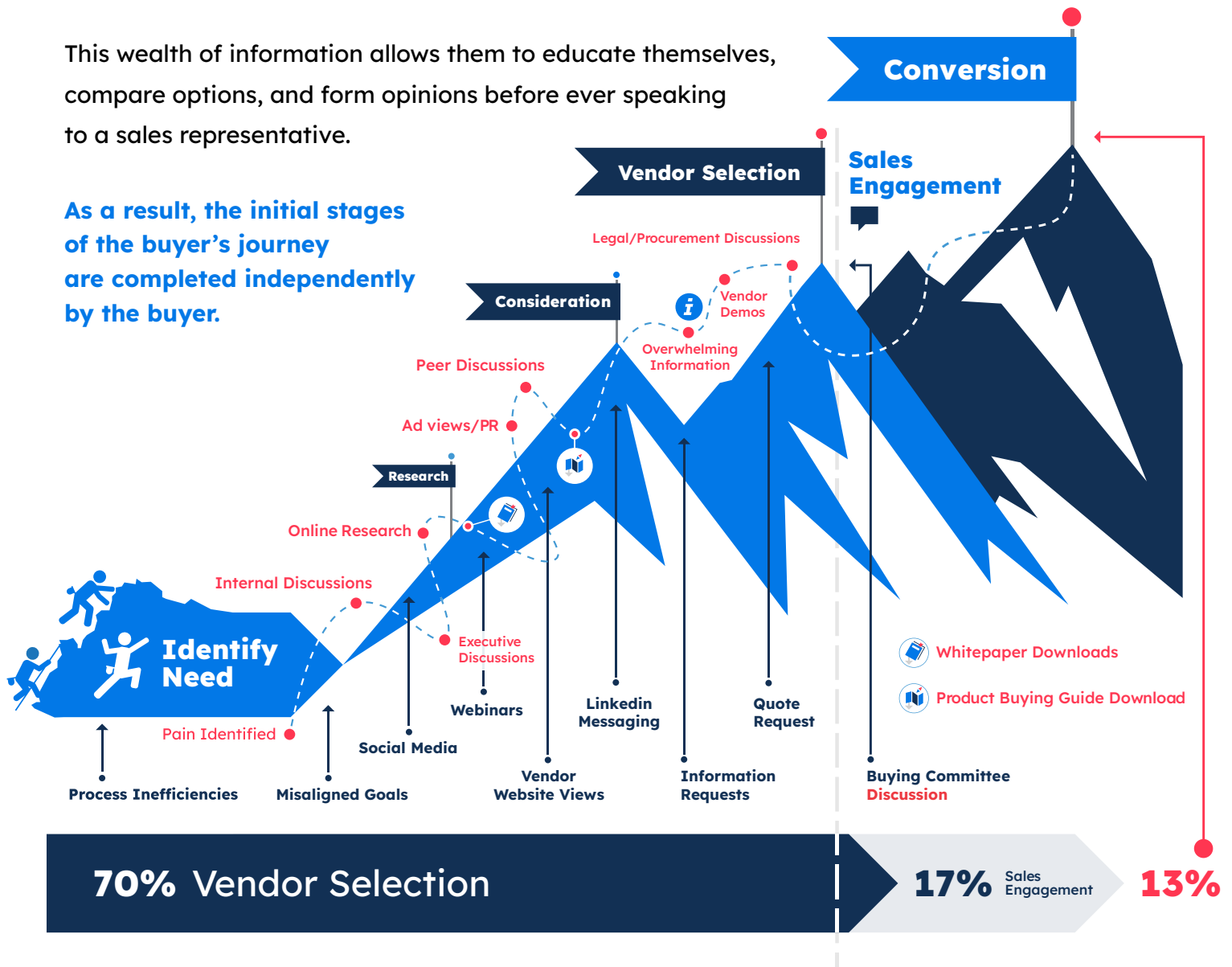
Let's delve into why this shift has occurred and how businesses can adapt to thrive in this new landscape.

The Empowered Age of Information

The advent of the internet and digital technologies has empowered buyers with a vast amount of information at their fingertips. Prospects can now research products, services, and solutions on search engines, visit websites, read customer reviews, and engage with industry thought leaders through social media platforms.

This wealth of information allows them to educate themselves, compare options, and form opinions before ever speaking to a sales representative.

As a result, the initial stages of the buyer's journey are completed independently by the buyer.



Building Trust and Credibility

Buyers have become more skeptical and discerning than ever before. They seek trustworthy and credible sources to guide their decision-making process. By investing time and effort into developing thought leadership content, educational resources, and case studies, businesses can establish themselves as reliable industry experts. This proactive approach helps build trust with prospects during the early stages of their journey, **even before** they engage with the sales team directly.

Personalized and Relevant Content

To capture buyers' attention during the early stages of the journey, businesses must create and distribute personalized and relevant content. By understanding their target audience's pain points, challenges, and aspirations, companies can deliver valuable insights and solutions through blog posts, videos, podcasts, whitepapers, and webinars. This content establishes the business as a trusted advisor, offering **valuable information that helps buyers make informed decisions.**

Sales Enablement and Collaboration

While the sales team's involvement may occur later in the buyer's journey, their role remains crucial. Sales enablement becomes essential in equipping sales representatives with the tools, resources, and knowledge required to engage with prospects effectively. Collaborating closely with marketing teams, sales can align their messaging and value propositions with the content and insights provided earlier in the journey.

This ensures a seamless transition and a consistent customer experience from the initial research phase to the sales engagement.

Focusing on Relationship Building

Since the sales team's time with prospects is limited to **approximately 17% of the buyer's journey**, it becomes essential to make every interaction count.

Rather than focusing solely on the transactional aspects, sales professionals must prioritize building meaningful relationships with prospects. By understanding their specific needs, addressing concerns, and providing personalized solutions, sales teams can differentiate themselves and establish a connection that goes beyond a simple product or service exchange.

Conclusion

The shift in the buyer's journey, with 70% occurring prior to engaging with sales and only 17% dedicated to interactions with the sales team, signifies the need for businesses to adapt their sales and marketing strategies.

Embracing the empowered age of information, delivering personalized and relevant content, building trust, and enabling sales teams to provide exceptional experiences are all critical elements for success in this new landscape. By understanding and accommodating the buyer's journey, businesses can position themselves as trusted advisors, form lasting relationships, and thrive in an evolving marketplace.



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