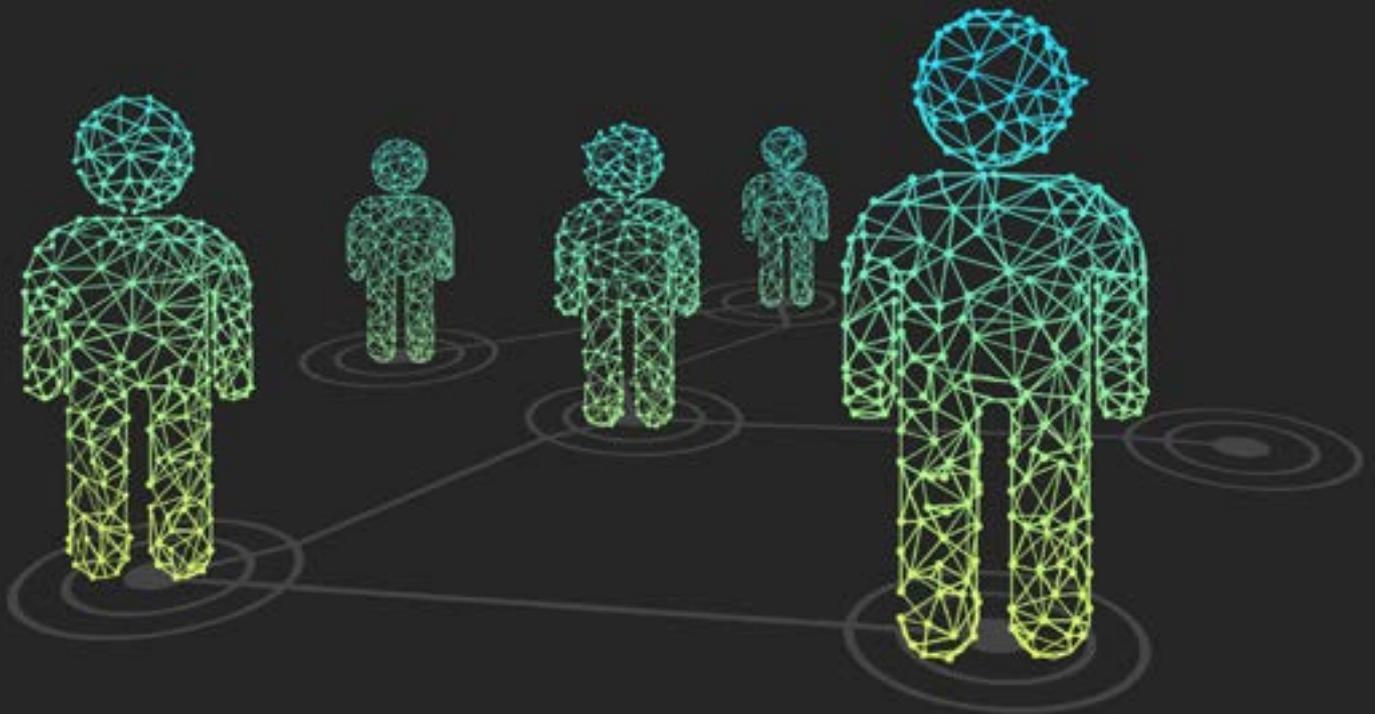


# UNDERSTANDING THE B2B BUYER IN 2022



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## HOW A PROSPECT UNIVERSE CAN UNLOCK MORE EFFICIENT SELLING

**The world of B2B sales is undergoing a seismic shift. Traditional assumptions about the sales process are crumbling, and increased digital adoption is fundamentally altering the dynamic between B2B buyers and sales teams.**

This has serious implications for how sales teams go about identifying, decoding and approaching buyers. In order to sell effectively, it is essential that you understand your prospects - Who are they? What do they want? What is their sales cycle? But this is becoming increasingly difficult in an age of omnichannel selling and buyer-empowerment.

In this eBook, we explore how the B2B buying process is changing; how the idea of a “sales funnel” leads to an inefficient sales process; and how forward-thinking B2B sales organisations can respond.

# THREE WAYS B2B BUYING HAS CHANGED

1

## HOW A PROSPECT UNIVERSE CAN UNLOCK MORE EFFICIENT SELLING

**73% of B2B buyers say they want a personalised, B2C-like experience**

B2B buyers are now largely autonomous; they don't need sales teams to drip feed them information, and many prefer not to interact with any sales people until they are very close to making a buying decision.

They have become used to a certain level of service and convenience as everyday consumers, and expect that to be replicated in their dealing with B2B vendors.

2

## BUYING TEAMS ARE GROWING

**The typical buying group for a complex B2B solution involves six to 10 decision makers**

B2B buying teams have increased in size in recent years, with a wider team of experts brought in to scrutinise suppliers and make more informed decisions.

Each individual buyer will have different concerns, and sales teams need to understand how the dynamics of buyer teams impact their collective decision making.

3

## BUYER JOURNEYS ARE MORE COMPLEX

**The typical buying group for a complex B2B solution involves six to 10 decision makers**

The rise of omnichannel buying has only made B2B buyer journeys more complex - and this makes buyers weary of excessive complexity, a lack of transparency and conflicting information.

The process simply does not fit a linear "funnel" anymore, and this means sales teams can no longer easily apply the same systematic approach to two different prospective buyers.



# THE “FUNNEL MINDSET” EXACERBATES THESE ISSUES

A traditional sales funnel operates on the assumption that there is a near-infinite supply of prospective buyers for your product, and therefore the most efficient approach is to simply generate as many leads as possible. **Even if your conversion rates are low, you’ll end up with a high volume of sales.**

In earlier times, this made sense: there was little way of accurately understanding buyers, and relatively little leaders could do to retrospectively assess the efficiency or effectiveness of specific campaigns or tactics. **But today, this approach does far more harm than good.**

**HERE ARE FOUR REASONS WHY:**



# 1

## B2B MARKETS ARE LIMITED

B2B markets are often highly niche, meaning the number of prospective buyers you have is limited. If your strategy is built on the assumption that a large number of prospects will not convert, **you will inevitably waste huge amounts of time and resources.**

This becomes more true the more specific your product is. But even in cases where the market is relatively large, a volume-based model is still far from the most efficient approach to sales.



# 2

## LEAD GENERATION IS COSTLY

A volume-based approach assumes that it is relatively easy to generate a large number of leads. But this simply does not match most business's experience with lead generation - and leads business to undervalue each individual lead.

generate more than 5,000 leads per month - and most struggle to reach four figures. And that means a **volume-based approach is far slower and more expensive than a more nuanced, buyer-centric approach to selling.**

According to research, vanishingly few businesses



# 3

## BUYERS REQUIRE MORE ATTENTION

As we've discussed, B2B buyers have been empowered by digital media - and that means they expect more from sellers. A volume-based approach inevitably leads sales teams to undervalue specific individual buyers - and that reduces the likelihood of making a sale.

Ultimately, a **“funnel mindset”** leads to a **lack of care and attention**, whereas increasingly sales teams must be thinking in terms of relationship building and heavily personalised interactions.



# 4

## THE FUNNEL CREATES AN EXCUSE FOR SALES TEAMS

A volume-based approach essentially gives sales teams an excuse for poor conversions. It reduces the benchmark for effective selling, thereby **making it easier for salespeople to claim that high churn and low conversions are inevitable.**

The result is many organisations don't end up generating and scrutinising their data - ultimately limiting their ability to properly optimise their sales approach.

# THE SOLUTION IS A AI POWERED PROSPECT UNIVERSE

To escape the funnel mindset, B2B sales teams must **embrace a far more data-drive approach to selling**. Rather than focusing on volume, they must focus on accuracy and understanding. And rather than relying on siloed information and unconnected sources, they must **build a centralised system** which enables fast-paced decision making.

THIS IS WHERE **AMPLI'S PROSPECT UNIVERSE** COMES IN





# WHAT IS A PROSPECT UNIVERSE?

A “**Prospect Universe**” is our term for a **centrally owned database that contains granular data on your prospects**, enabling you to understand them in detail at all times through the sales process. **It will help you clearly define both your prospects and the true size of your market - in order to make smart decisions about how to allocate resources.**

Old ways of doing this were driven by simple SIC codes. But Ampli’s solution uses **machine learning tools to make the process more impactful and efficient.** It leverages how a business talks about itself digitally on their website - which provides a **far more accurate view** of what they do than any SIC code. Then it **re-engineers all of this language to go and find other websites and companies** who talk about themselves in the same way.

**THIS AI ALLOWS YOU TO NOT ONLY FIND YOUR TRUE PINPOINTED PROSPECT UNIVERSE, BUT SCORES EVERY SINGLE PROSPECT ON THEIR PROPENSITY TO PURCHASE**

# PREPARING FOR THE FUTURE OF B2B SALES

As the B2B landscape continues to evolve, it is **vital that B2B sales teams adapt**. Building more efficient prospect intelligence and data capture systems is a key part of this. But it must also be seen as an **investment in the future**.

AI systems like Prospect Universe are not simply a short-term competitive advantage - **they represent a fundamental shift in how sales teams operate**. And as they mature and data becomes more accurate, the benefits they provide will only increase.

**REACH OUT TODAY TO LEARN HOW PROSPECT INTELLIGENCE COULD TRANSFORM YOUR SALES APPROACH**

**CALL 0113 8115055 EMAIL [HELLO@AMPLI.CO.UK](mailto:HELLO@AMPLI.CO.UK)**