

What is a

Buyer Engagement Platform?

Learn how best-in-class revenue leaders are operationalizing buyer centric selling

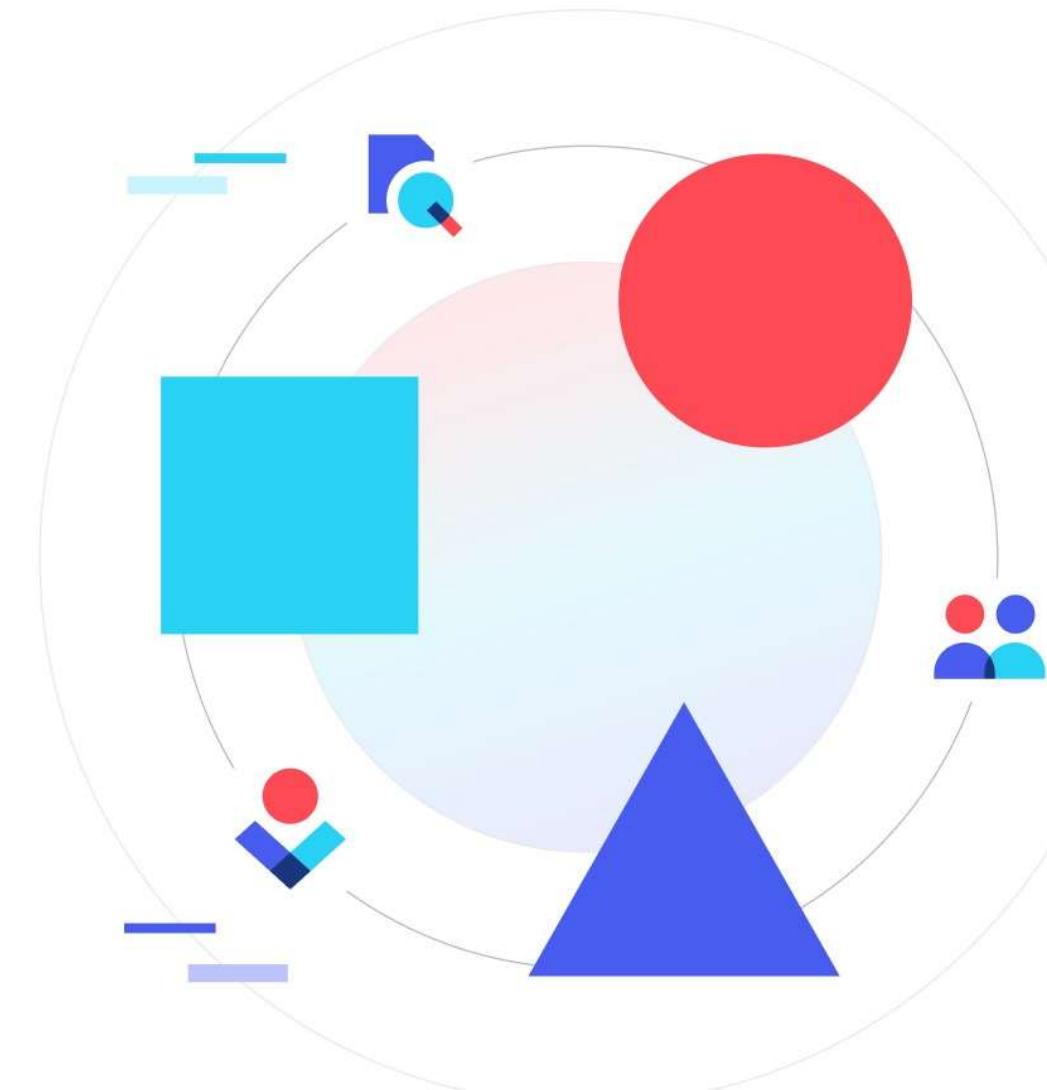


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Executive Summary

Traditionally, sales leaders are evaluated on how well their team sells and how accurate is their forecast. But today, B2B relationships are going through a fundamental transformation (accelerated by remote working), that necessitates effective revenue generation strategy to adopt a broader set of parameters that are more inclusive of their buyers.

Just like B2B SaaS vendors target the benefits of land-retain-expand, B2B buyers are also doubling down on SaaS models as a way to crawl-walk-run into any B2B partnership. Although this might sound like commonplace business knowledge, you'll be surprised that most companies continue to look at their sales motion and forecasting process in absolute isolation from their buyers' journey. In fact, as per research by Gartner, companies who make it extremely easy to buy from them have a 2x higher chance of winning the customer.

The single biggest challenge of selling today is not selling, it is our customers' struggle to buy.

Brent Adamson
Gartner

Over the last 12 to 18 months, we interviewed hundreds of sales leaders and their buyers, across F500 and growth companies,

to learn about their current challenges in B2B buying and its impact on selling. One thing emerged very quickly – the experience you provide to your buyers is the most significant differentiator that you as a B2B sales leader can bring into the mix today in order to drive predictable growth and profitability.

This demand for a superior buyer experience is forcing modern CROs to rethink sales methodologies, processes and the customer engagement playbook with their buyers and their priorities at the center.

Through BuyerAssist platform, we are bringing a radically new approach to buyer engagement - one that enables B2B revenue organizations to always be *in sync* with their buyers. This new approach empowers revenue teams to methodically center all their efforts around their buyer stakeholders' priorities, by aligning with them on a mutually identified set of desired outcomes, milestone-based plan to get there and collaboratively delivering the most differentiated, value adding interactions throughout this journey.

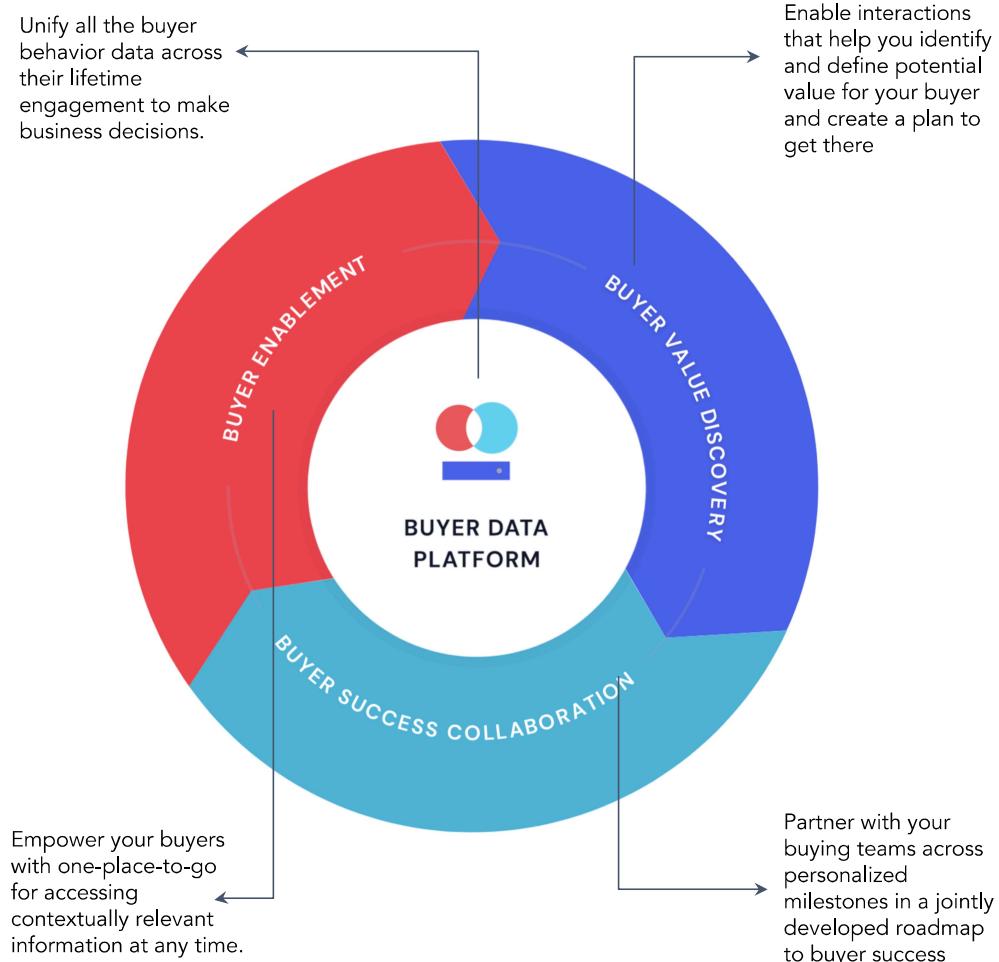
This eBook is intended for revenue leaders that are looking to transform their teams to become more buyer centric, and elevating buyer experience as your biggest competitive advantage. You will also get to learn best practices from some of fastest growing revenue organizations in the world.

What is a Buyer Engagement Platform?

Buyer Engagement Platform (BEP) powers a new approach of selling that puts the customers' buying priorities, goals, and milestones at the center of how revenue teams deliver a better, faster and more personalized experience to its buyers.

It enables you to provide your buyers a single, integrated, collaborative engagement interface throughout their journey with you. This helps create a more transparent, outcome-oriented relationship with your buyers, driving mutual accountability and milestone-based approach in B2B seller-buyer relationships. Done right, this will elevate the role of your revenue teams for their buyers, from being an information provider to one that delivers insights which help accelerate value discovery and realization. BEP integrates closely with CRM, email, internal collaboration tools and revenue intelligence systems.

BEP upgrades your customer engagement playbook by giving you total visibility into how your buyers are evaluating, buying and realizing value from your products; understand what is important to them and what is not. With BEP, every new buyer interaction is powered by insights from every single conversation you have had with your buyers up until now.



Why now? The end of sales process as we know it

In the new world order, there are no customers. Everyone is a buyer, including your most successful customers.

SaaSification of B2B products and services has empowered modern buyers to take a more methodical approach to crawl-walk-run into these partnerships. This gives them the power to exit the relationship at any time and switching cost is quite low as well. Even your successful customers are openly exploring your competition to see if they have something new and more value adding. The relaxed and assured relationship with your customers is being replaced with the familiar edge-of-the-seat relationship with buyers during sales cycles..

We found some interesting patterns when we interviewed hundreds of sales leaders in F500 and growth companies:

- Almost all of them have their sales teams focused on "contract signed" although they all agree that it's only one (in fact, just the first) of the milestones to making their buyers' successful
- Almost all of them struggle with the hand-off of a relationship from sales to post-sales – primarily because the cast and characters on both sides are likely to change, and "what we sold and what they are using" are almost always very different.

- Almost all of them find the renewal conversations to be a daunting exercise because there is no clear *goal* that was established in the beginning which means there is really no *success metrics* to show and/or the key people on their side have changed meaning the renewal discussion just became another competitive 'land pursuit'.
- Almost all of them agreed that they continue to run into EOQ surprises despite hiring premium sales talent, and spending millions on technologies and content to enable them.
- Almost all of them told us that they are not able to make their sellers cultivate the behavior to accurately and promptly update CRM fields like *Next Steps* and the multiple fields tied to understanding steps between now and contract signed.

What is the consequence? As per research by Gartner, 4 out of 10 purchase attempts end in no-decision.

But why is this the case? Why are some of the proven playbooks falling behind in delivering the desired outcomes? Why are some of the previously successful reps finding it harder to succeed now?

The answer is something that revenue leaders have traditionally overlooked but is increasingly becoming more and more relevant and contributory to their success or failure – *Buyers' Journey*.

Sales process for the most part is designed with the seller at the center and ends when the contract gets signed. But in the world of land-expand-retain, most revenue comes from expansion and growth. Sales leaders must fundamentally rethink how they engage buyers and deliver value in their pursuit of revenue and growth. This calls for a new approach to selling where sales, marketing and customer success work closer than ever before to deliver an integrated buyer experience that focuses on the buyer and their priorities.

What are analysts saying?

Analyst firms like Gartner, Forrester, IDC etc are spending a lot of research time to understand the new class of B2B buyers, the challenges they face in the buying journey and how vendors need to adopt to the change.

84% of business buyers are more likely to buy from a company that demonstrates an understanding of their business goals

State of connected customer 2020
Salesforce.com research

B2B buyers are asking for help

and are willing to pay a premium for better experience

which means you can make more revenue, faster

In many ways, winning in today's new world order is about how easy you make it for buyers to buy from you.

While investments in sales enablement has had some impact on this, it is at best a work around to solving the buyers' challenges. To truly win the modern buyer, revenue organizations need to break the silos of sales, marketing and customer success and rethink their customer engagement playbook around the buying journey.

As per Gartner research, 77% of B2B buyers state the latest purchase to be very complex or difficult, and in fact 4 in 10 purchase attempts end in no-decision

As per Salesforce.com research, 82% of customers are willing to pay more for a great experience

As per Deloitte research, buyers are 34% more likely to buy and 32% more likely to renew a contract with B2B- leading suppliers that master customer experience

Your new world with digitized buyer journey engagement platform

Buyer Engagement Platform enables revenue teams and their buyers to always be *in sync*. It is the first purpose-built platform for your buyers, to cater their preferences around self-service, collaboration and peer insights across their customer lifecycle.

Buyer engagement when done right will level up the buyer experience to become the most significant way for you to differentiate from your competition. This new approach will enable your revenue teams to methodically center all their efforts around their buying team's priorities, by aligning with them on a mutually acceptable set of desired outcomes, key milestones and the jointly-operated plan that will get them there.

There are four key benefits of this new approach:

- Build value-centric B2B relationships with a clear definition of success
- Programmatic approach to superior buyer experience
- Improve forward facing revenue confidence
- Understand buyer priorities like never before to constantly improve your buyer engagement strategy



Digital

Every single buyer has open and transparent access to critical information needed for evaluation, deployment and value realization



Collaborative:

You are actively collaborating with your buyers as you pursue mutual success from the engagement.



Contextual:

You are constantly delivering the most personalized experience at speed across every stage of your buyer journey.

Build value centric B2B relationships

- Build trust in your sales process by collaborating with your buyers on their desired goals, outcomes and the plan to get there.
- Accelerate time to value for your buyers by enabling a seamless handoff from sales to customer success. Ensure new stakeholders on both the sides have a shared understanding on why the transaction took place.
- Transform QBRs by focusing on measurable outcomes, milestones and value created.
- Empower your customer success to transform renewal conversations from relationship-based to one that focuses on measurable outcomes delivered.



B2B Buyers

- *The vendor partners understand our buying priorities and have a plan to help me deliver measurable value and outcomes.*
- *I learn about the suppliers' products and services at my own speed and comfort*
- *I can easily understand how my peer buyers evaluate, purchase and get value from vendors' products and solutions*

Revenue Leaders

- *My forward facing forecast is based on buyer validated insights*
- *I have a systematic approach to ensure my buyer engagement playbook is adopted in every single customer interaction*
- *I have a deeper understanding of the evolving buyer needs and preferences and able to adopt my playbook at the speed of change*

Sellers

- *I am always in sync with my buyers. I clearly understand their business goals and know what needs to be done to achieve them.*
- *I forecast accurately and can present with clarity, the deal momentum and risks during my deal reviews, QBR etc*
- *My CRM is automatically up-to-date with information regarding what needs to happen for the deal to come in*

Customer Success Managers

- *My customer relationships are built on a foundation of value realization and mutual empathy, leading to larger upsells and TCVs*
- *I appreciate the clean and thorough handoffs I get from my sales team, it helps me build trust with my key buyer stakeholders faster.*
- *My CRM is up-to-date with insights fueled by my customers preferences leading to more accurate visibility to my leadership*

Programmatic approach to superior buyer experience

- Create a repeatable process to deliver a best-in-class buyer experience by using a systematic approach to understanding your buyers' priorities and desired outcomes.
- Facilitate extreme empathy and trust building throughout the buying process by enabling your sellers and buyers to align around a jointly authored mutual success plan.
- Empower your buyers with one-place-to-go to access the most critical information they need at any time in their buying journey.
- Unify all the data around buyer behavior across their lifetime engagement to understand, analyze and inform deal reviews, forecasting, win-loss analysis, sales playbook and buyer intelligence.

Improve forward facing revenue confidence

- Don't settle for seller-provided anecdotes to forecast revenue. Leverage buyer-provided data to understand if your deal is on track, understand if you're engaging the right people, have confidence that you have identified the compelling event and all other indicators that your buyers need to validate for you to forecast accurately
- Clearly align on the time-to-first-value with your buyers even before the contract is signed, operationalize land-retain-expand playbook to deliver accelerated value to your buyers and grow revenue faster.
- Maximize revenue potential of your products and solutions by delivering superior buyer experience.

Frontline Managers

- *I know in very clear terms what needs to be done by my seller to bring the deal home*
- *My coaching efforts are based on leading indicators and drives measurable impact on current deals*
- *My forecast accuracy is based on buyer validated pipeline and looks over the biases of my sales team*

Sales Operations

- *My forward-facing forecast is based on buyer validated pipeline*
- *My sales process and playbook is getting fully adopted by the sales team; it also gets updated after every opportunity won or lost*
- *I am able to provide data-driven insights on gaps to my product, marketing and customer success teams*

Sales Enablement

- *I can operationalize our sales methodology and customer engagement playbook to ensure every customer interaction follows the playbook*
- *I can correlate the impact of sales enablement on buyer experience and ultimately on revenue generated*

Marketing team

- *I stay up-to-date with customers' buying priorities and thus able to deliver appropriate messaging and collaterals*
- *The content I produce is directly accessible by the buyers leading to more accurate ROI measurement*
- *I can automate win-loss analysis for every deal*

Understand buyer priorities like never before

- Capture every single customers' buying journey in detail to understand what your buyers' care about at scale.
- Automate how you identify why you win, why you lose, why customers churn, and why customers make no decision at all by using our AI powered win-loss analyzer.
- Create your next content based on what your buyers want and not just based on what your sellers think your buyers want

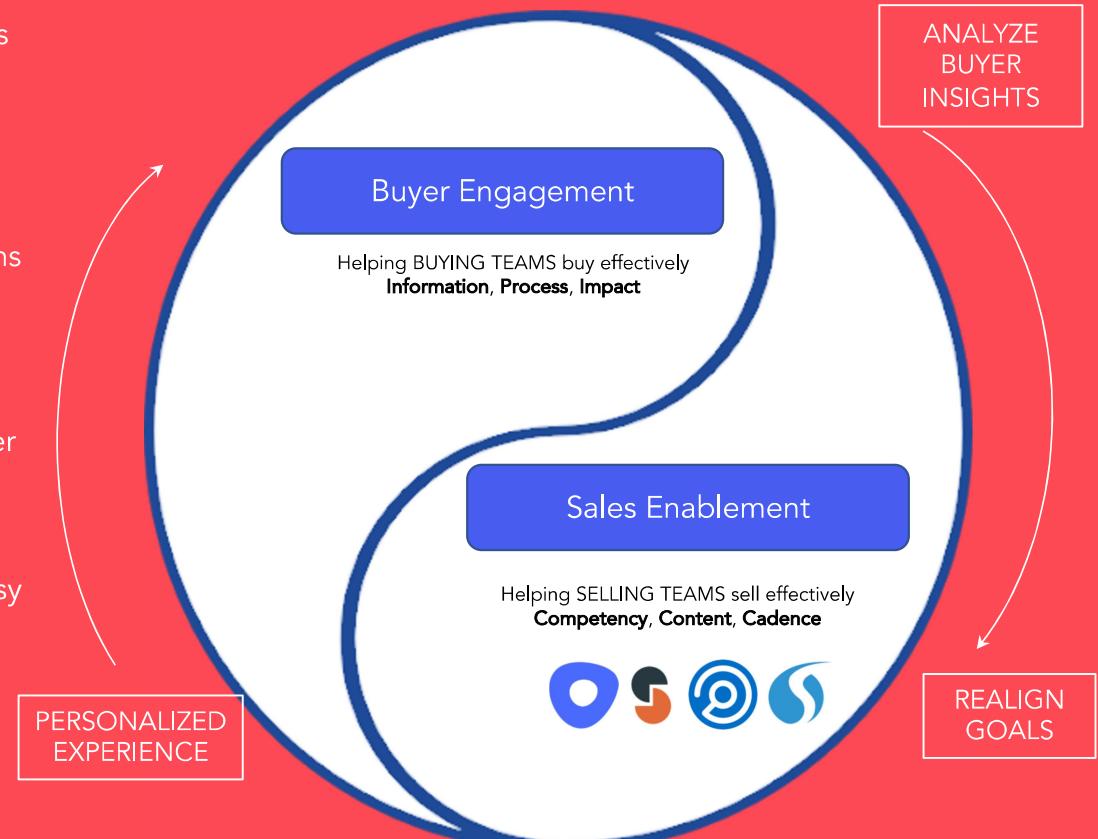
How does it fit into your tech stack

A lot of technology available today is focused on sales productivity and effectiveness. While this is important, there is very little technology that companies provide to its buyers to make it easy for them to buy from you.

Buyer Engagement Platforms is the first buyer focused technology that is focused on helping you deliver the best possible buyer experience by empowering your revenue teams to always be in sync with their buyers

It complements your investments in sales engagement and gives your revenue teams direct access to insights on buying behavior and priorities and ultimately automate the best buyer experience possible across the customer lifecycle

It also integrates with several of your internal systems like CRM, email and collaboration tools to drive efficiency and easy data access.



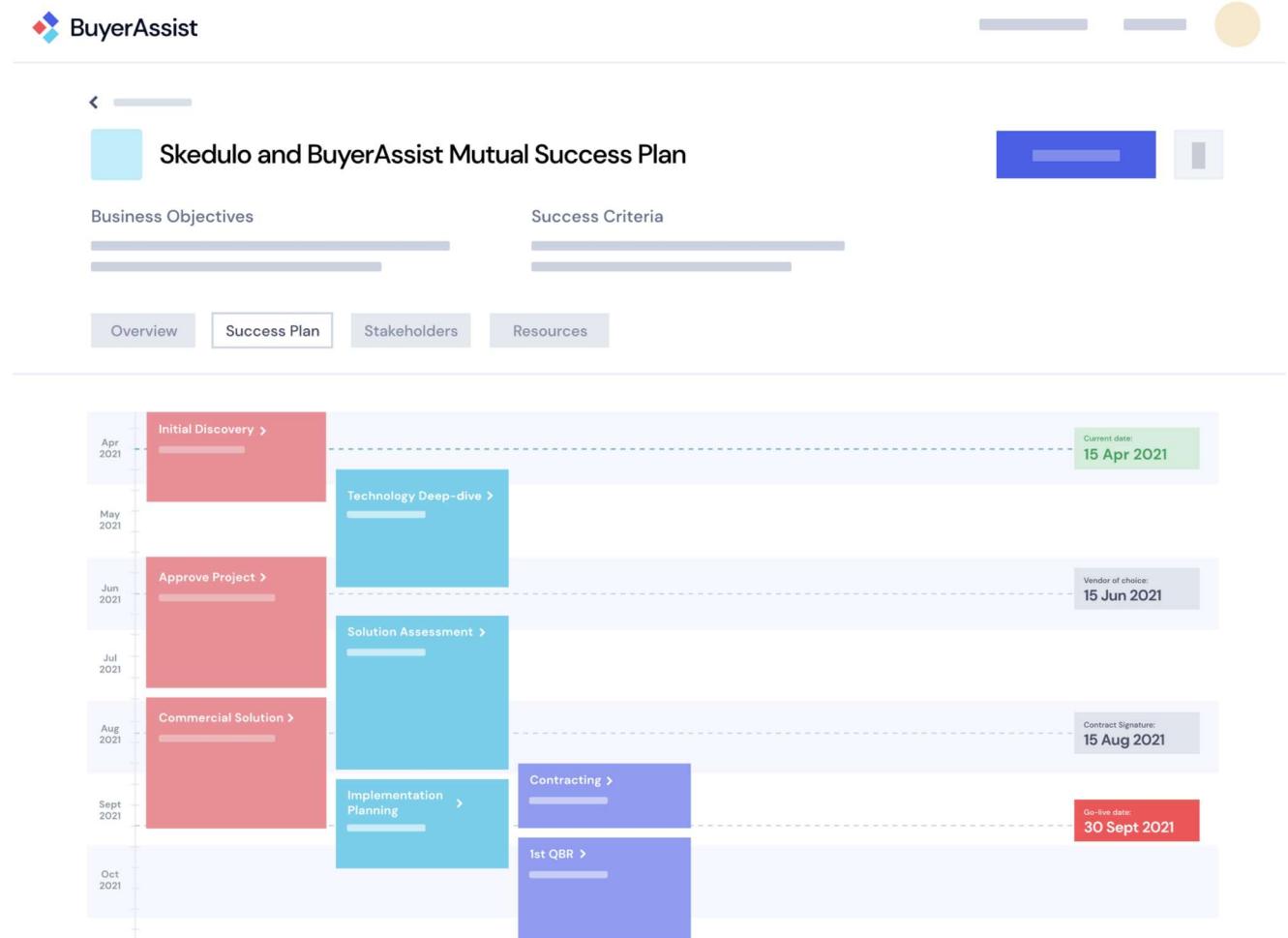
Core functionalities

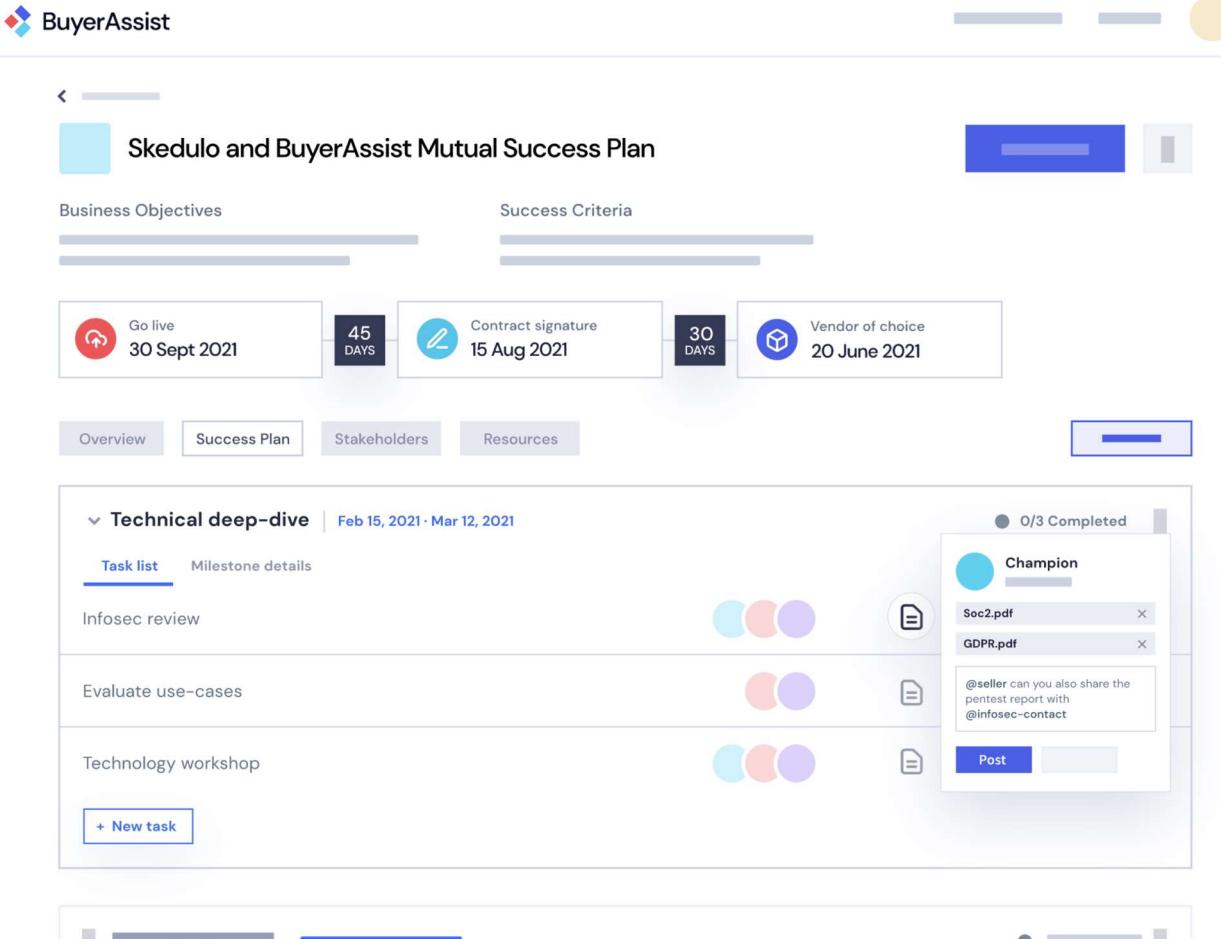
Buyer value discovery

Transform sales discovery into a systematic approach for your sellers and buyers to co-develop a shared understanding of the buying team's priorities, desired outcomes and milestones, and jointly create a plan on how your solution can uniquely help them get there.

Buyer journey templates: Equip your sales teams with buyer journey templates tailored to specific use-cases or customer segments to personalize and scale value-based selling

Recommend buying priorities: Empower your buyers with insights into how other buyers evaluate, purchase and realize value from your offerings to influence their buying priorities.





The screenshot shows the Skedulo and BuyerAssist Mutual Success Plan interface. At the top, there are sections for Business Objectives and Success Criteria. Below these are three milestones: "Go live 30 Sept 2021" (45 days), "Contract signature 15 Aug 2021" (30 days), and "Vendor of choice 20 June 2021". The interface includes tabs for Overview, Success Plan, Stakeholders, and Resources. A "Technical deep-dive" section is expanded, showing a task list from Feb 15, 2021, to Mar 12, 2021, with tasks like "Infosec review", "Evaluate use-cases", and "Technology workshop". A collaboration sidebar on the right shows a "Champion" role with files "Soc2.pdf" and "GDPR.pdf", a message "@seller can you also share the pentest report with @infosec-contact", and a "Post" button.

Buyer success collaboration

Switch from driving buyer engagement across siloed email threads and ad-hoc collaboration to a streamlined systematic approach that anchors all activities around buyer milestones identified in a jointly developed mutual success plan.

Mutual Success Plan: Systematize how your sales teams plan, track, and manage mutual success plan to stay aligned on the short-term and long-term goals of the partnership

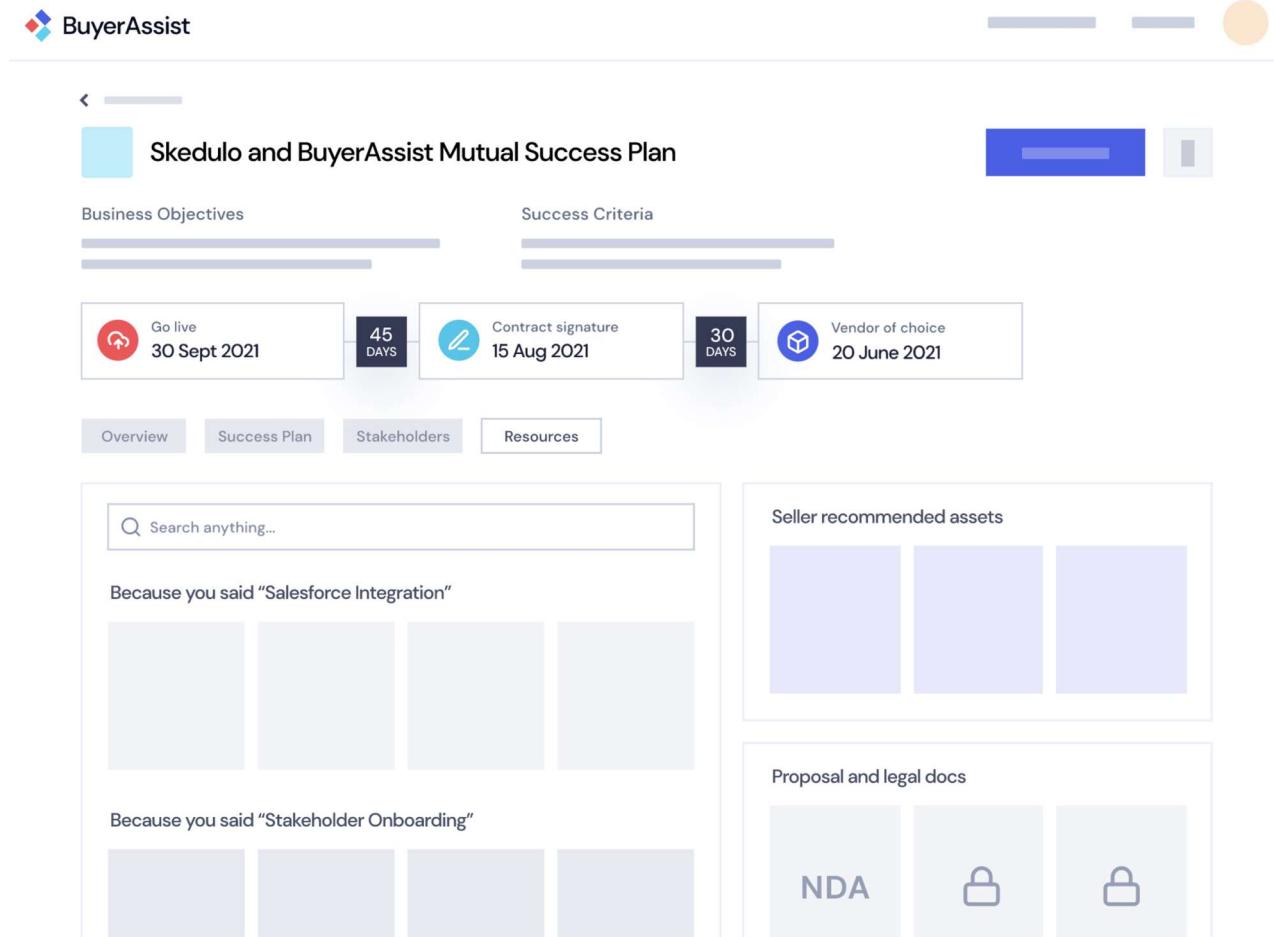
Cadence of collaboration: Drive tight alignment with your buyers by streamlining how your sellers schedule, manage and drive ongoing collaboration to accelerate, realign or course correct success plans

Buyer enablement

Empower your buyer champions with one-place-to-go for real-time access to insights and information needed to articulate your value, drive decisions and internally sell on your behalf.

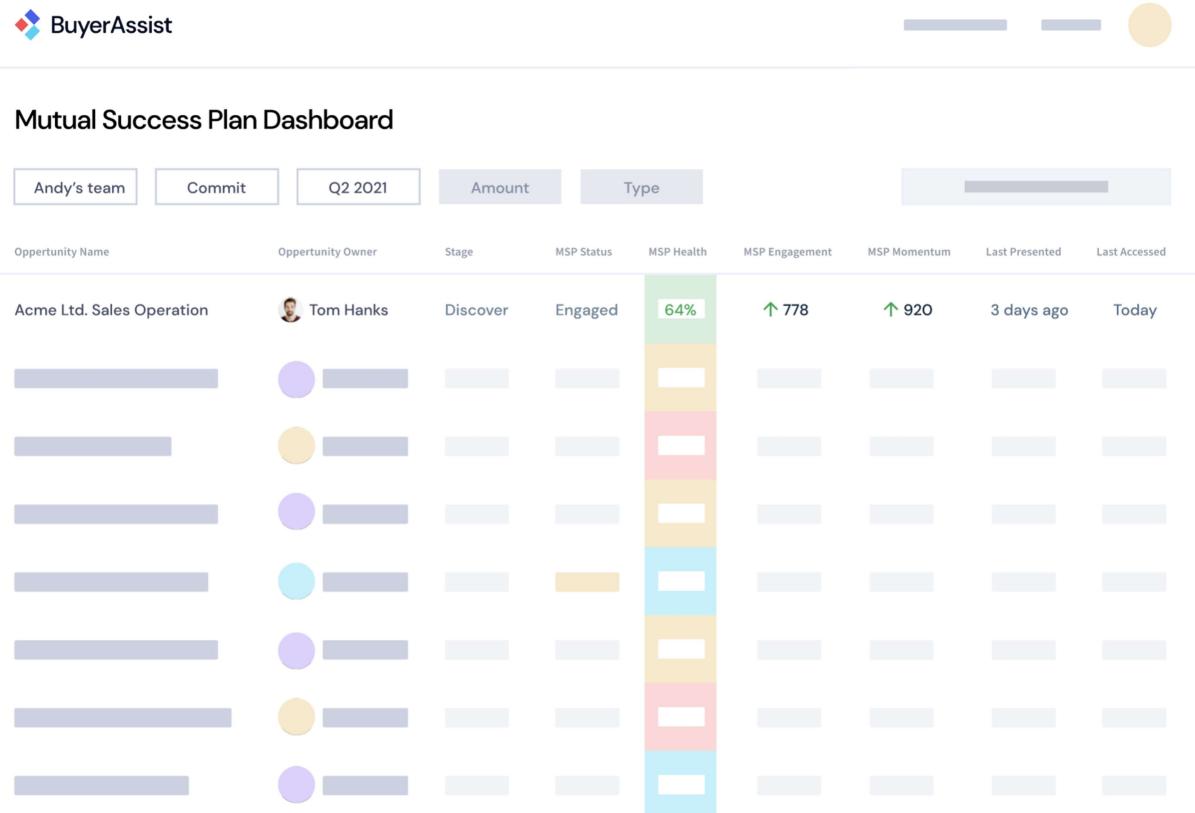
Stakeholder onboarding: Onboard new buyer or internal stakeholders with everything they need to know about the buying priorities and the current status of evaluation and deployment

Deliver contextual experiences: Empower your buyers to find and consume context and content at their own speed and convenience at any point in their buying journey



The screenshot shows a digital interface for the Skedulo and BuyerAssist Mutual Success Plan. At the top, there's a navigation bar with a back arrow, three grey progress bars, and a blue progress bar with a yellow dot. Below the header, the title "Skedulo and BuyerAssist Mutual Success Plan" is displayed next to the BuyerAssist logo. The interface is divided into several sections:

- Business Objectives:** A horizontal bar with a grey progress indicator.
- Success Criteria:** A horizontal bar with a grey progress indicator.
- Timeline:** A sequence of four boxes connected by arrows:
 - Red circle icon: Go live 30 Sept 2021
 - Black box with "45 DAYS": (empty)
 - Blue circle icon: Contract signature 15 Aug 2021
 - Black box with "30 DAYS": (empty)
 - Blue circle icon: Vendor of choice 20 June 2021
- Navigation:** Buttons for Overview, Success Plan, Stakeholders, and Resources.
- Search Bar:** A search input field with placeholder text "Search anything..." and a magnifying glass icon.
- Contextual Recommendations:**
 - Because you said "Salesforce Integration": Four light grey placeholder boxes.
 - Because you said "Stakeholder Onboarding": Four light grey placeholder boxes.
- Seller recommended assets:** Three light purple placeholder boxes.
- Proposal and legal docs:** Three light grey placeholder boxes containing icons for "NDA" and two padlocks.



Buyer data platform

Transform your buyer engagement by gaining total visibility into how your buyers are evaluating, buying and realizing value from your products; understand what is important to them and what is not. Keep your playbook current.

Forward facing forecast intelligence

Drive 100% transparency into what deals are at risk and what aren't using buyer endorsed mutual success plans

Win Loss Analysis Automation

Automate how you identify why you win, why you lose, why customers churn, and why customers make no decision at all



BuyerAssist powers revenue teams to always be in sync with their buyers. Our enterprise technology platform enables businesses and their customers to practice empathy towards each others' goals in the business relationship, and collaboratively accomplish those outcomes.

[**REQUEST DEMO**](#)

Mutual Success Plans is where enablement meets execution. It is a critical tool as we look to operationalize MEDDICC in every single buyer engagement. We are excited to partner with BuyerAssist on automating and making mutual success plans easy for our sellers and prospects to cocreate.



Chuck Marcouiller
Head Sales Enablement
Jobvite