

# B2B Sales in 2021

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Utilizing customer requirement data to  
bring solution sales to the next level

klaro  
CPQ

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# Buyers of the digital age

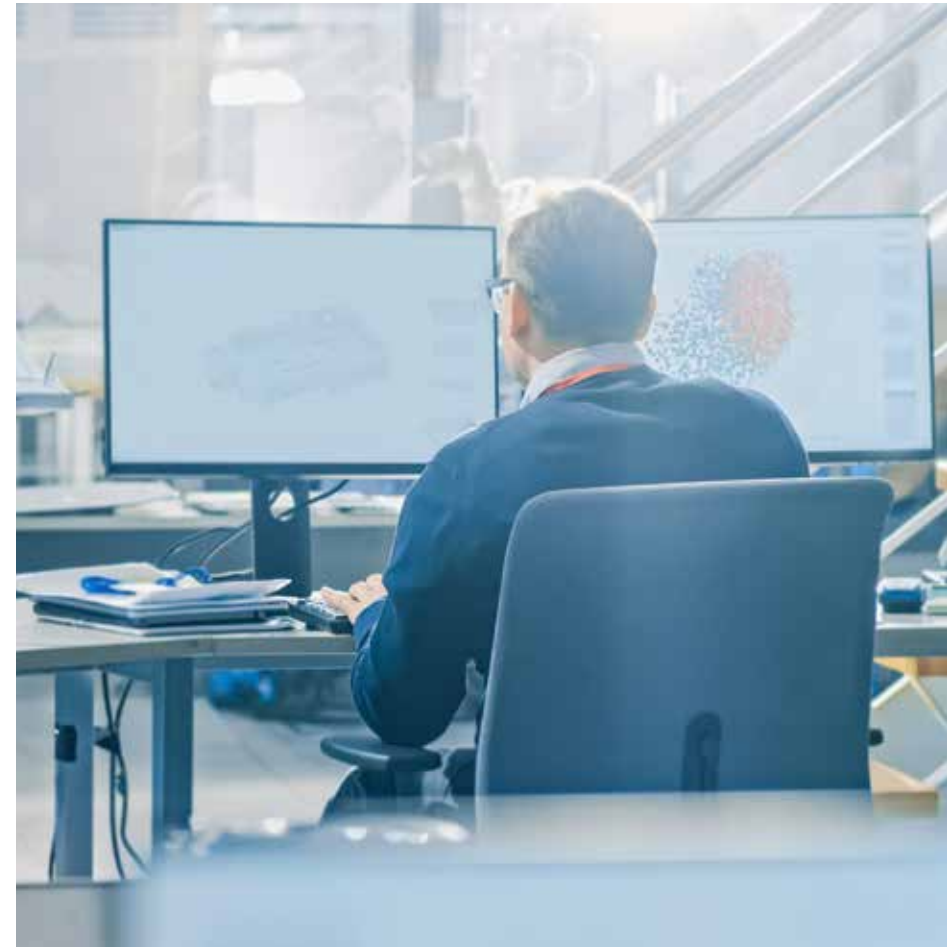
**50+%** of buyers are *people of the internet* age who are used to handling things digitally and buying their consumer products and services online.

**17%** of buyers' time is *spent directly with vendors*. This is the total combined amount of time that salespeople get directly with buyers.

**65%** of buyers' time is spent on *independent search for information*. Buyers go to your website, your competitor sites, media sites, discussion forums, their networks, reference clients, etc.

**75%** of buyers got *buyers' remorse* due to *information they received*. This means that buyers' expectations based on received information were different compared to what they think they received with their purchase.

*Quality information* can result in **4,5 times** more buys. Getting quality information during the buying process makes buyers happier even after the purchase.



# B2B buying is in transformation

## **Buyers demand high quality information.**

B2B buyers demand more accurate information about possible solutions and their suppliers. Buyers' search for data has become more independent through the internet and various networks.

## **Buyers want to use multiple channels.**

The nature of contacting has gone from traditional phone calling, emailing and events to a more multichannel approach, similar to that of B2C business.

## **Buyers demand more value from sales.**

The role of sales has changed in B2B business. Salespeople are getting less time with buyers, and buyers expect to get more value from the salesperson in their talks and meetings.

## **Purchasing processes are getting more complex.**

Internal B2B buying routines are taking a lot of time and effort as purchasing processes are becoming increasingly complex.

## **More data is generated due to the increased use of technology.**

The amount of data is increasing at a fast pace, and there's a vast amount of data available on solution needs and requirements.

# Sales digitalization is needed in order to respond to the transformation

Three ways to digitalize sales:



## **BY LEVERAGING NEW TYPES OF INTERACTION**

Sales can leverage new channels where buyers are met and serviced according to their needs, such as chats, service channels, emails, and even the company Facebook or Instagram page.



## **BY DEVELOPING THE SALES PROCESS**

New sales processes can and should be created. Consider how your sales process can work differently compared to the current situation to better serve buyers.



## **BY UTILIZING CUSTOMER REQUIREMENT DATA**

Digitalization enables the collection of structured and precise information on buyers' needs, as data is generated in the buying process.

# Enable structured customer requirement data

## Having structured customer requirement data enables you to...

- » Understand your customer requirements in a much more accurate way
- » Provide better solutions that fit the buyer's need
- » Provide more value to the buyer during the buying process
- » Increase the sales person's expertise
- » Save time preparing quotes
- » Automate and systemize data gathering
- » Analyze how well your solutions fit buyer needs and the success of your quotes
- » Lead your sales with accurate data



## 3 Recommendations from KlaroCPQ



### Create multiple channels

for buyers to enable efficient interaction points and to serve the buyer's work with your sales process.



### Get intelligent tools

to acquire data on buyer's needs and requirements, and information about who they are and how they behave.



### Create one data platform

that enables you to collect and analyze uniform data about your buyers all the way from sales lead state to customer lifecycle services.



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**For high-performance  
sales in 2021**

**focus on customer requirement data  
and digitalizing sales processes.**



KlaroCPQ has been digitalizing sales processes with Finnish industry since 2004. We specialize in complex solutions sales and demanding sales processes. KlaroCPQ's applications are used from customer requirement mapping to contract management and solution lifecycle management processes.

We offer software solutions for the digitalization of sales processes, from new customer acquisition to sales of solution lifecycle services.

**If you want to build a smart sales process for your company, please get in touch with KlaroCPQ!**



**Klaro Technology Oy**

**Tuomas Koskiniemi**  
Managing Director

Tel.. +358 40 1766 204  
tuomas.koskiniemi@klarocpq.com  
[www.klarocpq.fi/en](http://www.klarocpq.fi/en)

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[KlaroCPQ](#) / [klarocpq.fi/en/](https://klarocpq.fi/en/) [info@klarocpq.com](mailto:info@klarocpq.com)