

# **Leveraging the CX Interaction to Add Value to the B2B Purchaser Relationship**

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# Your Speakers



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## The Ever- Evolving B2B Buyers Journey

# Three Significant Drivers

- Information explosion
- Dependency on technology to reduce selling cost
- Live Chat with transactional pricing
- Digitization of the purchasing process

# Information Explosion

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Significant  
Drivers in  
B2B Buyers  
Journey

- In the not-so-distant past, buyers relied on salespeople and cut sheets for information needed to make a purchase determination
- Today, there are often a myriad of places where today's buyers can go to find answers
  - Robust OEM websites
  - Competitor websites
  - You Tube
  - Reviewer websites
  - Social Media9Not just LinkedIn!)

# Cost Reduction via Technology

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Significant  
Drivers in  
B2B Buyers  
Journey

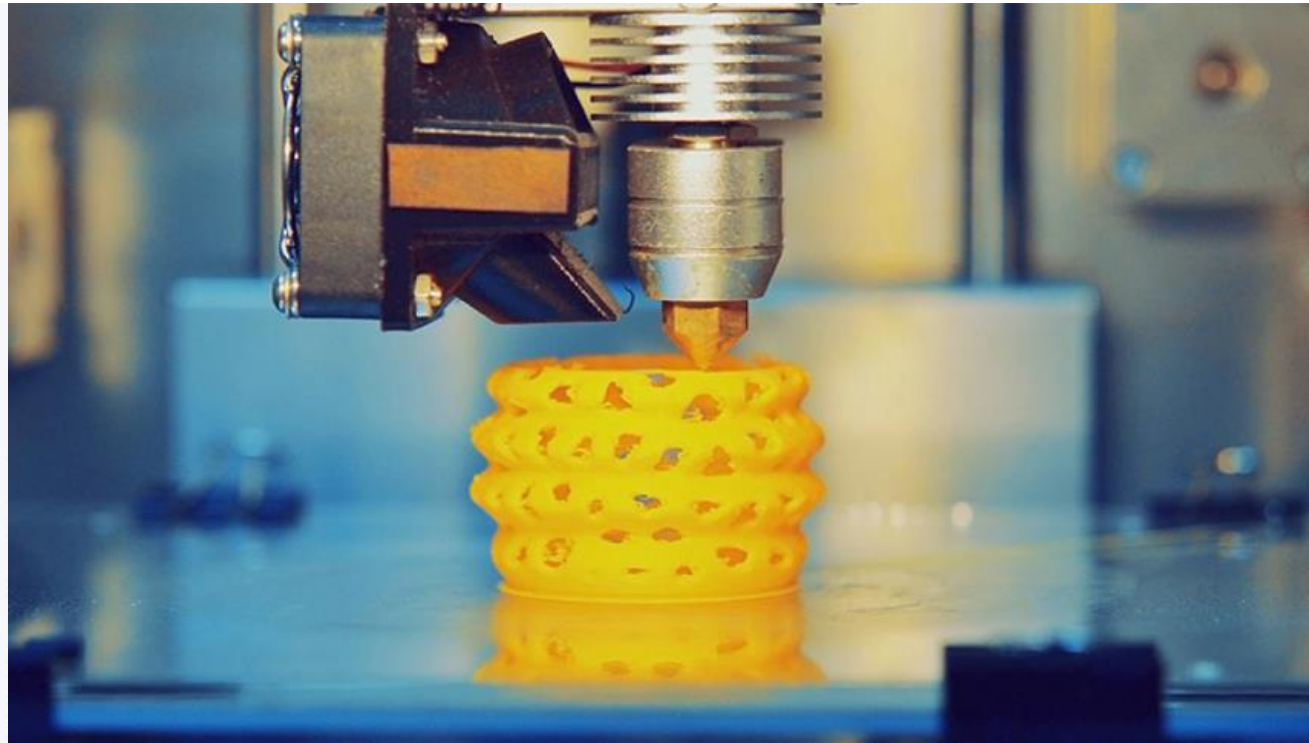
- Related to the information explosion, technology promises to help B2B sales
- In effect, salespeople are tasked with more responsibility because they should be able to do more with the help of tech
- Web-based chat functions are widely utilized to facilitate information gathering and sales orders

# Digitized Purchasing Process

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- Increasingly complex purchases are being shifted to E-Commerce

Significant  
Drivers in  
B2B Buyers  
Journey

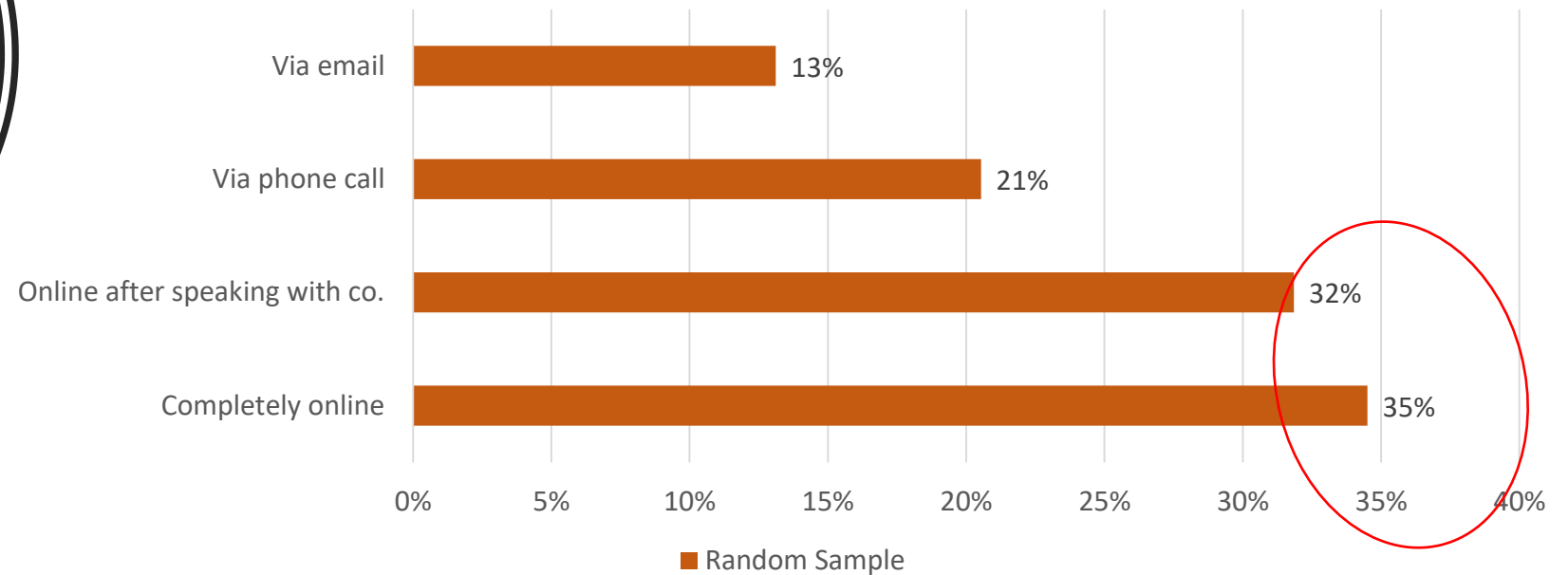


# Digitized Purchasing Process

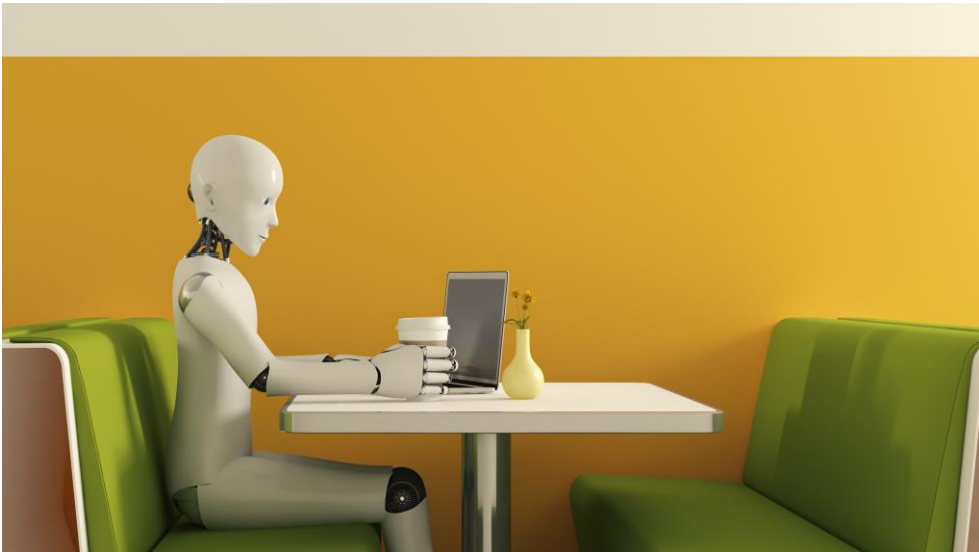
- Industrial buyers are shifting to online buying when possible

Significant Drivers in B2B Buyers Journey

% Past Year Purchases by Method – Industrial Equipment Buyers



## So, what's the problem?



- B2B buyers are signaling that there are gaps in:
  - What they need to make better decisions
  - How to Process the overwhelming amount of data
    - Asking: What is critical for my specific needs?
  - History and context in the industry among all the providers
  - The buyer experience





# What are B2B Buyers Saying?

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## Internal notes slide

The videos should follow key points made by the speakers – they support and punctuate the point being made, rather than being the centerpiece



Through our extensive work with B2B manufacturers, SaaS, and end clients, we continually evaluate the purchaser environment and align our client's business to their evolving needs

- More Support
- Engaging and consultative discussions
- Training
- Listen and Understand Specific Needs
- Face time



# Support from a manufacturer is a differentiator



Support from a manufacturer  
is the differentiator

# Buyers want engagement



# Make an effort to understand customer needs



Make an effort to understand  
customer needs

# Use in-person visits to understand customers



Use in-person visits to  
understand customers

# Make an effort to understand customer needs

- A recent B2B SaaS study revealed that:
  - User ratings of providers “Being Innovative” was second to last in a large battery of attributes
  - Providers’ visits to customers were among the lowest incidence activities reported





# Training is paramount



# Continuing Critical Business Touchpoints

How some businesses still believe in the relationship and listening to create a solution

It takes a face-to-face effort



It takes a face-to-face effort



# Outreach to understand customer needs



Outreach to understand  
customer needs