

What do your prospects want from a B2B sales call?

LEAD FORENSICS

FREE TRIAL

In B2B sales, a huge amount of time is devoted to improving processes to gain more revenue, but we rarely put time aside to understand the wants and needs of the B2B buyer. This needs to change – we need to know what our prospects want, and how we can best deliver.



1

The buyer dictates the process – Whether you like it or not, the B2B buyer has more control than the salesperson – in every aspect.

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Prospects like to be in-charge, and talk to sales on their own terms. Some may prefer to engage with content, or attend events before speaking to sales directly.

3

Your buyer personas need to be intact, offering insight into how your prospects want to be sold to – this will help you regain some control and work to the interests of your prospect.

4

What do prospects want to talk about?
– This is where we found a serious divide. What the prospect wants to talk about is far removed from that of the salesperson.

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On the first call, the prospect is keen to understand pricing along with detail about how the product/solution works, whereas **over 60% of salespeople** want to know the prospect's budget, timeframe and who the ultimate decision maker is.



6

A huge **85% of prospects** do not want to discuss those details until further down the line. So someone has to give. And that someone – needs to be you, to ensure calls are successful and beneficial to the prospect.



7

The "trust" issue... – Facts need to be faced. Generally speaking, B2B buyers think sales people are untrustworthy.



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Recent surveys show almost **85%** of prospects think sales people are pushy. However, **50%** of salespeople say they actively avoid being pushy.



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So let's fix it! Have genuine care for your prospect and become invested in helping them solve problems to reach their goals. You'll make more sales, of better quality and value.

10

Always be buyer centric – At the end of it all, this is the most important message. Tailor it all to the prospect 100% of the time, and always think about what they benefit from every call.



LF

WHAT ARE YOU WAITING FOR?

Find out how Lead Forensics can revolutionise your cold calling strategy by identifying your anonymous business website visitors and providing contact details for key decision makers. Information about their visit to your site allows you to construct a targeted approach; our clients have seen cold calling success increase from 2% to 40%.

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