

**The Buyer's Dilemma: Buyers are struggling to simplify and speed the buying process without compromising their primary objective: purchase a quality, affordable, risk free product, service, or solution.**

Buyers have more choices, are better informed, and are more demanding of a frictionless customer experience. But they are plagued with complexity and the changing dynamics of their internal processes.

**The Seller's Challenge: Sellers are wrestling with how to restore life to stalled or derailed buying processes, differentiate their product in an increasingly commoditized market, and help the buying organization develop an appetite and sense of urgency for change.**

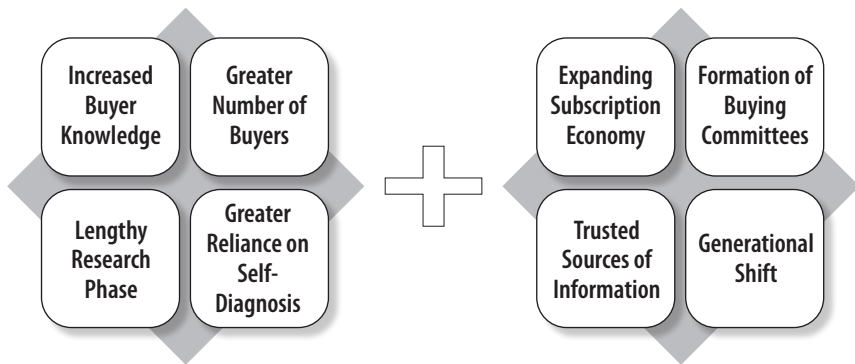
The seller's role in the buying process is a new and challenging one: collaborate with buyers to share insight, craft a buying road map, provide guidance, unify stakeholders behind a common course of action, and make the buying organization "change ready."

**What is Buyer-Centered Selling?**

Buyer-Centered Selling is both a mindset and strategy focused on helping prospective buyers improve their current state through collaborative action. The essential burden in becoming buyer-centered is a heavy one: help the buying organization become "change ready." Buyer-centered selling is not a methodology, a step-by-step process, or a theory of sales. Instead, it is a philosophy about the seller's responsibility for building relationships, delivering on promises, and aiding buyers.

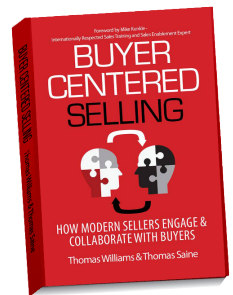
It's about becoming a valued consultant, a change specialist, or a team member—depending on the skill set and advice your buyer needs. It's about solving problems, predicting threats, and helping clients capitalize on revenue generating opportunities. It's about a philosophy grounded in collaboration, education, and transparency. It is a "buyer first" perspective. It is about how to educate, nurture, and solve. How you sell now becomes a key differentiator.

**Trends Facing Modern Sellers**



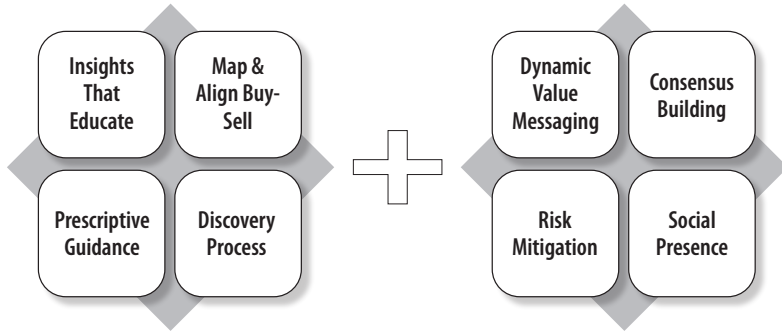
*"As sellers and sales executives, we are challenged to execute sales activities that enable buyers to buy. This means we must help the buyer follow a course of action that simplifies the buying process."*

– Williams & Saine

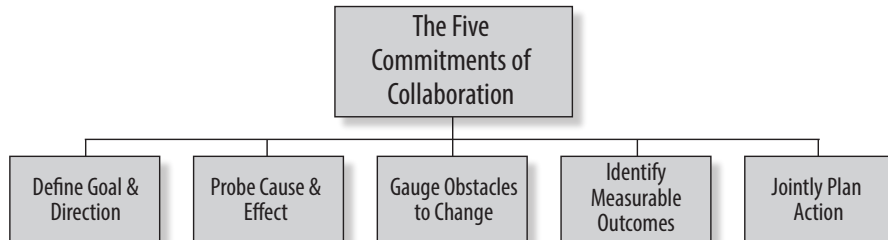


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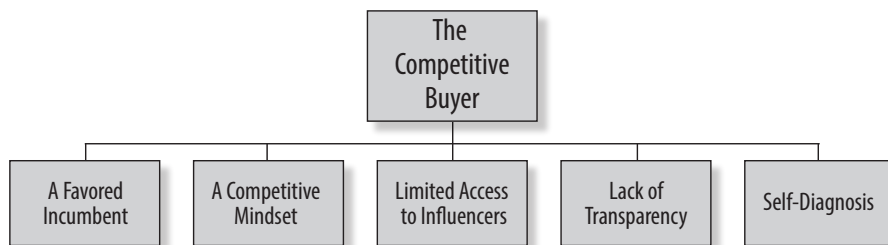
## Eight Core Elements of Buyer-Centered Selling



## The Five Commitments of Collaboration



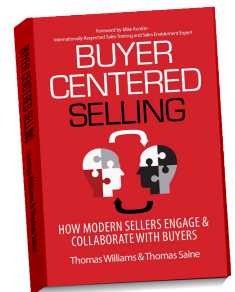
## Five Warning Signs of a Competitive Buyer



## Comparison of the B2B Buyer and the B2B Seller

The New B2B Buyer	The New B2B Seller
Increased buyer knowledge	Provides relevant insight that provokes thought and educates
Greater number of buyers	Unifies support for change by differentiating the current state and the future state
Lengthy research phase	Engages stakeholders early and helps the buyer define and simplify the buying process
Greater reliance on self-diagnosis	Promotes alignment between the buying and selling processes to clarify choice and enrich decision-making
Expanding subscription economy	Recognizes that alternative financial models may offer tailored solutions to meet buyers' needs
Formation of buying committees	Builds consensus around their solution and conveys the risk and cost of inaction
Trusted sources of information	Places more emphasis on net promoter scores and customer retention
Generational shift	Tech savvy pros who combine social media and relevant content with traditional modes (phone and email) to their advantage

*In 1964 Bob Dylan wrote a song entitled "The Times They Are A-Changin'." Today, the song could be re-released as a metaphor for the change that is occurring in the dynamic relationship between buyer and seller. **Sellers today must adapt to a modern buyer who is challenged by a milieu that is complex and resource intensive. It's time to reconsider our approach and our skill set.***



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