

Three Reasons B2B Buyers Don't Buy from You...

It's no stretch to say that B2B buyers are unimpressed with most sales reps who routinely come calling. Just take a look at some of their current perceptions:

- 1 Only **8%** of B2B buyers think sales reps are focused on driving valuable results for *them*¹
- 2 **73%** don't think you are truly knowledgeable about *their* specific business¹
- 3 Your content tsunami makes *their* purchase process nearly **20%** more difficult²

The simple way to change buyers' minds is to have a persuasive story at your fingertips.

Most B2B buyers think you aren't invested in their results, don't understand what they do, and believe that your "help" is actually making their job harder. So perhaps it won't be a complete surprise to you that:

- 33% of buyers today want a *seller-free sales experience*
- And it's going to get worse: for millennials buyers, that number rises to 44%³

Ouch.

But before you burn your business cards, you should know that plenty of opportunity is still out there—in fact, 65% of B2B buyers do find value in discussing their needs with salespeople.¹

So where's the problem? Maybe it is the buyer's experience that sales meetings, despite being supported by sales intelligence, do not actually become intelligent sales conversations.

How do you turn things around?



The single best fix you can make as a sales rep or manager is to *change the conversation itself.*

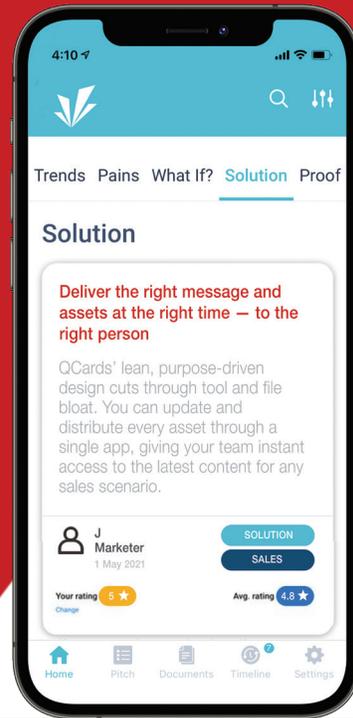
You can accomplish this simply by delivering the right message at the right time, with the right supporting content. At Visible Impact, we've defined a sequence of engaging moments proven to drive executive conversations.

We have a name for this sequence: the **Compelling Conversation**. It's how you deliver the right message at the right time. We develop the content to support the Compelling Conversation such that each beat of the conversation can be reinforced with carefully curated information to prove the value and validity of what your prospects are hearing. Our clients have gotten such positive results from the sales messaging we generate using this approach that the only question remaining was **how to make it dead simple for sales to execute in the field.**



Mobile Sales Enablement App

Our team at Visible Impact has found—well, actually created—the answer. We developed a discreet, effortless way for you to take those Compelling Conversations and properly aligned supporting content into every meeting.



INFORM YOUR BUYERS.
SUPPORT YOUR SELLERS.
CLOSE YOUR DEALS.

With our QCards® app along for the ride, sales reps and managers get relevant cues and content at every key moment to help:



Communicate industry **trends** that impact your prospects, *showing them that you know their business*



Demonstrate your understanding of your prospects' **pains**, *reassuring them that you recognize their needs*



Show your prospects the “**what ifs**” that could define their future, *proving that you care about their results*



Pitch your **solution's** ability to create that future, *demonstrating that you are worth their time*



Provide **proof** points of that ability, *to begin to instill trust and respect*



Share highly relevant materials immediately, adding context and depth, and build relationships while avoiding content overload.

When you score an in-person meeting, QCards® is a **silent helper in the palm of your hand**. And for virtual presentations, having the app on your phone allows you to **access everything you need without switching screens** (we're all tired of hearing, "Can you still see my screen?"). Either way, your **conversations will become smoother, sharper**, and best of all, **tailored** to deliver honest value to your prospects. This is the kind of interaction that changes perceptions and consistently moves prospects into a buying mindset.

That's it. Think about it. When sales conversations lack structure, focus, and rhythm, they are ineffective at a minimum and sometimes even make things worse. But with this one simple change, those things B2B buyers are dinging you for—the perceived lack of investment, insufficient knowledge of their business, and content spamming that slows them down—are instantly defused.

There's a lot more we could tell you—like how QCards® bridges the persistent gap between account intelligence and conversation intelligence. But we also know that 96% of B2B buyers think vendors could improve the quality of their content by curbing the sales messages,⁴ so we're going to stop here for now.

If we've left you wanting to know a little bit more about QCards® and how it works, we invite you to check out our cool [45-second video](#) or [schedule a quick call](#).

Here's one final stat (yes, we're kinda data nerds) to keep in mind: According to Gartner, sales reps only get about 5% of a customer's time during the entire B2B buying journey.⁵ How are you going to make the most of your 5% when you get it?



Superior Selling...Simplified.



Contact us to learn more about QCards® and the Compelling Conversation.

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¹ <https://www.millerheimangroup.com/resources/news/study-half-of-b2b-buyers-make-up-their-minds-before-talking-to-sales-reps/>

² <https://hbr.org/2017/03/the-new-sales-imperative>

³ <https://www.gartner.com/en/sales/trends/future-of-sales>

⁴ <https://komarketing.com/blog/what-b2b-buyers-want/>

⁵ <https://www.gartner.com/en/sales/insights/b2b-buying-journey>