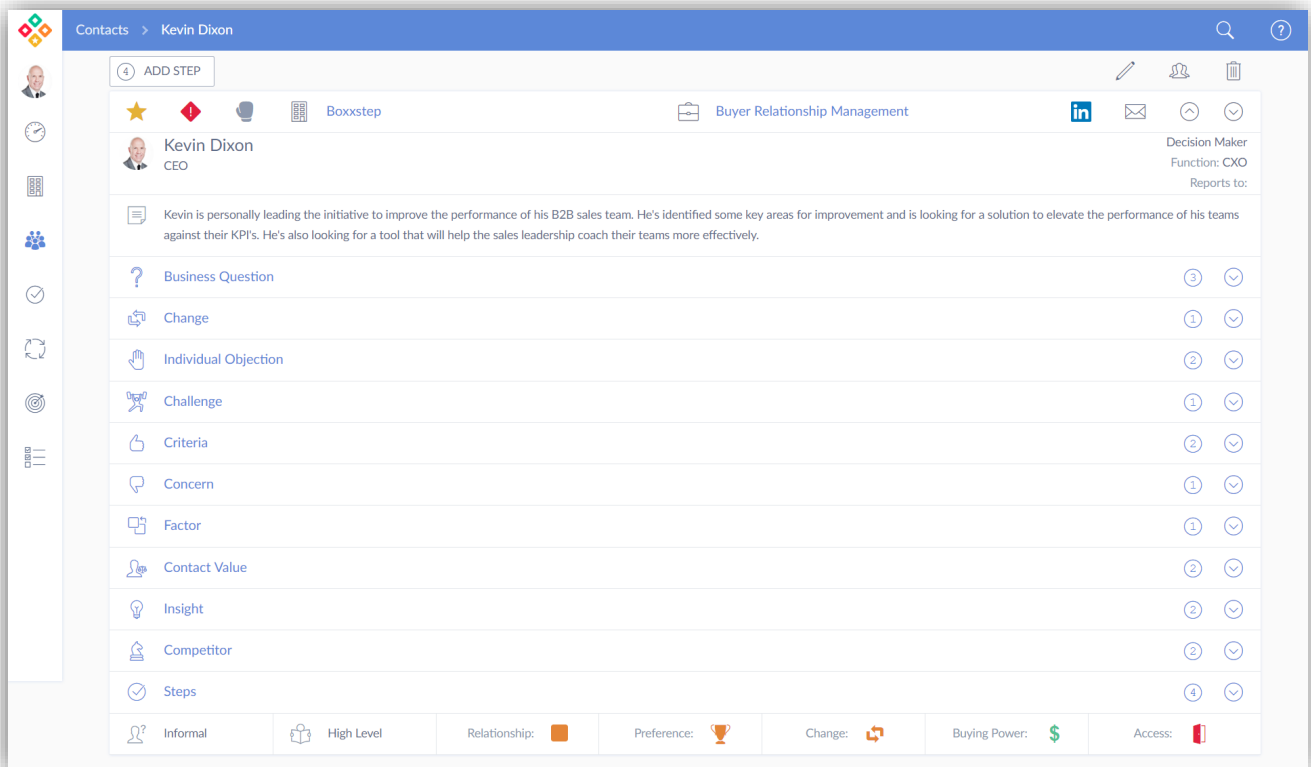## Complex B2B sales

According to Gartner there are now typically between 6-10 people involved in the prospects decision / buying process, but sometimes there are many more who contribute their opinions and influence. This is what makes B2B sales so complex today.

You not only need to identify who's involved but what's important to each of them. Selling is now like building a jigsaw puzzle, you need to have all of the right pieces in the right place to complete them.

The best way to manage this complexity is to build buyer team profiles for each contact and visualise them in a way that helps you to navigate the opportunity and work out what you need to do and with whom.

Boxxstep BRM

Boxxstep's standard version of it's Buyer Relationship Management platform adds value to the capabilities within your CRM by enabling you to create buyer team organigrams and to capture and manage what's important to each contact in the team.
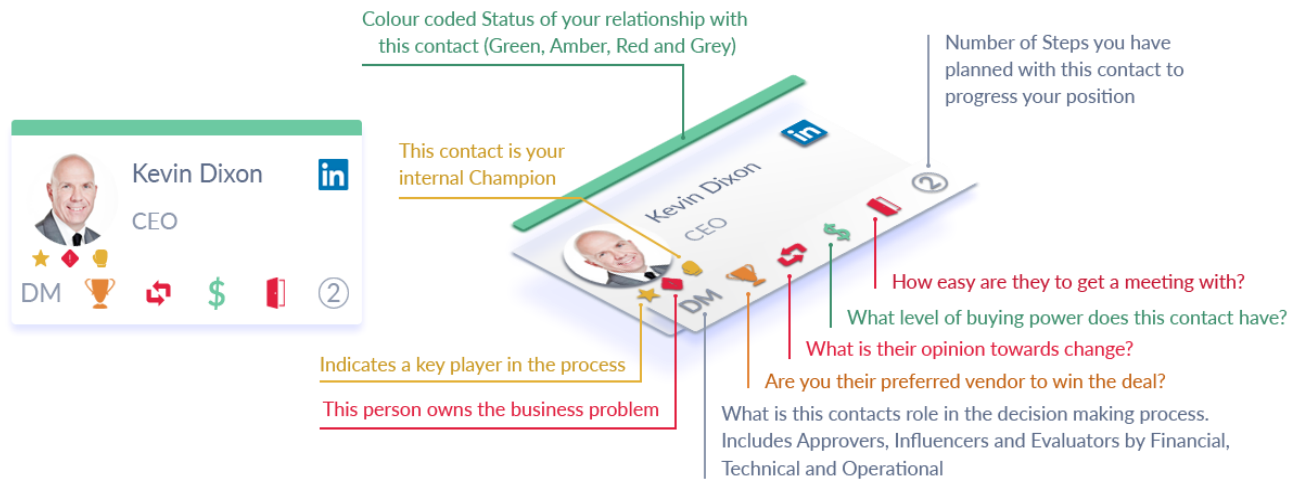

Build profiles on each member of the prospect buyer team:

⇒ Plan the business questions you will ask them and capture the answers you receive

⇒ The Gain or Pain that the change will lead to for each contact

⇒ The objections they raise and answers you provide

⇒   Their challenges, criteria, concerns and priorities

⇒   The Insights you have provided to help them

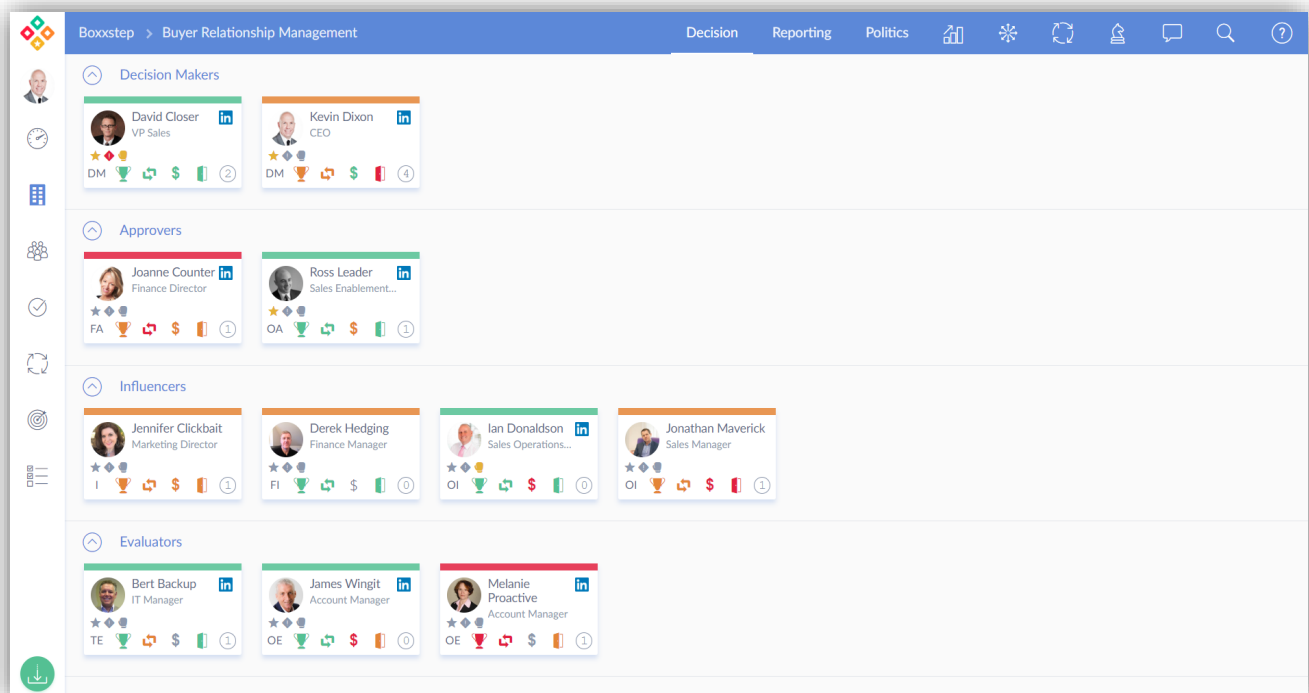⇒   The Steps you have planned (or assigned) to advance your position and relationship with each contact.

Contact Cards

As you build contact profiles Boxxstep creates them as contact cards that are displayed within our organigrams.
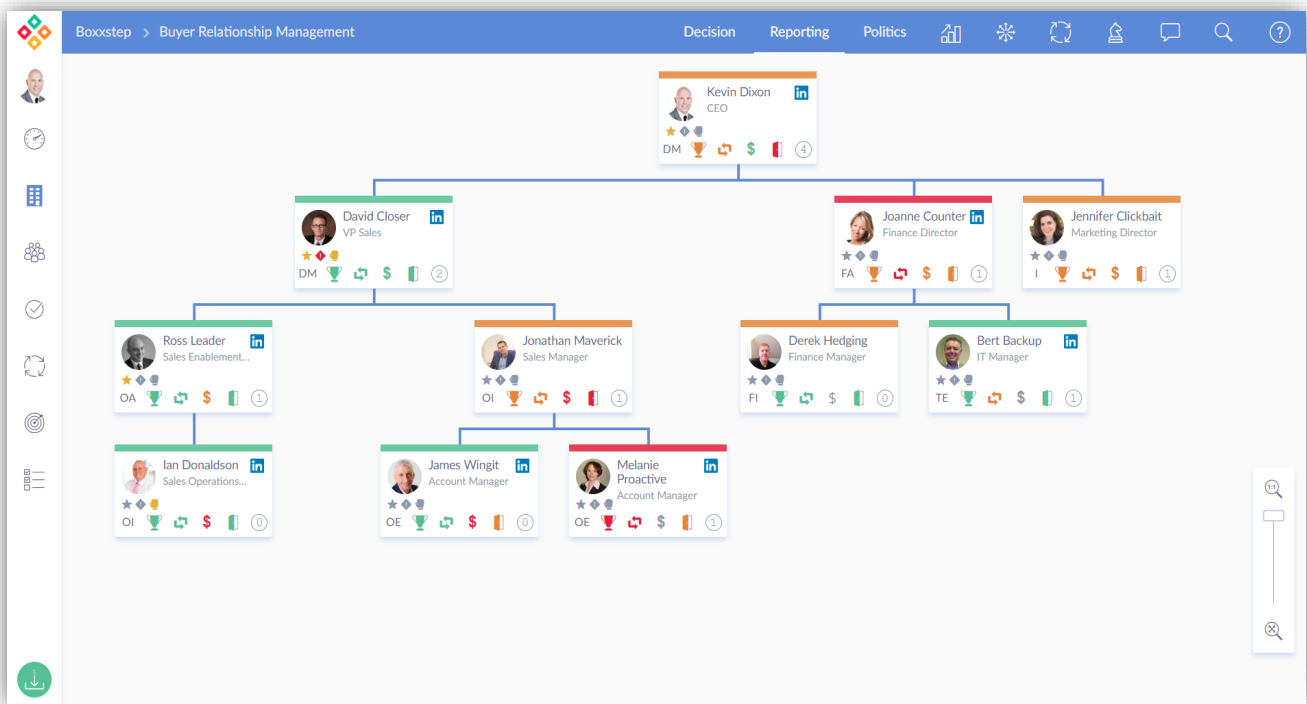

Decision Roles

View the buyer team by their roles—Decision Makers, Approvers, Influencers or Evaluators. Sub categorise them by Technical, Financial or Operational.
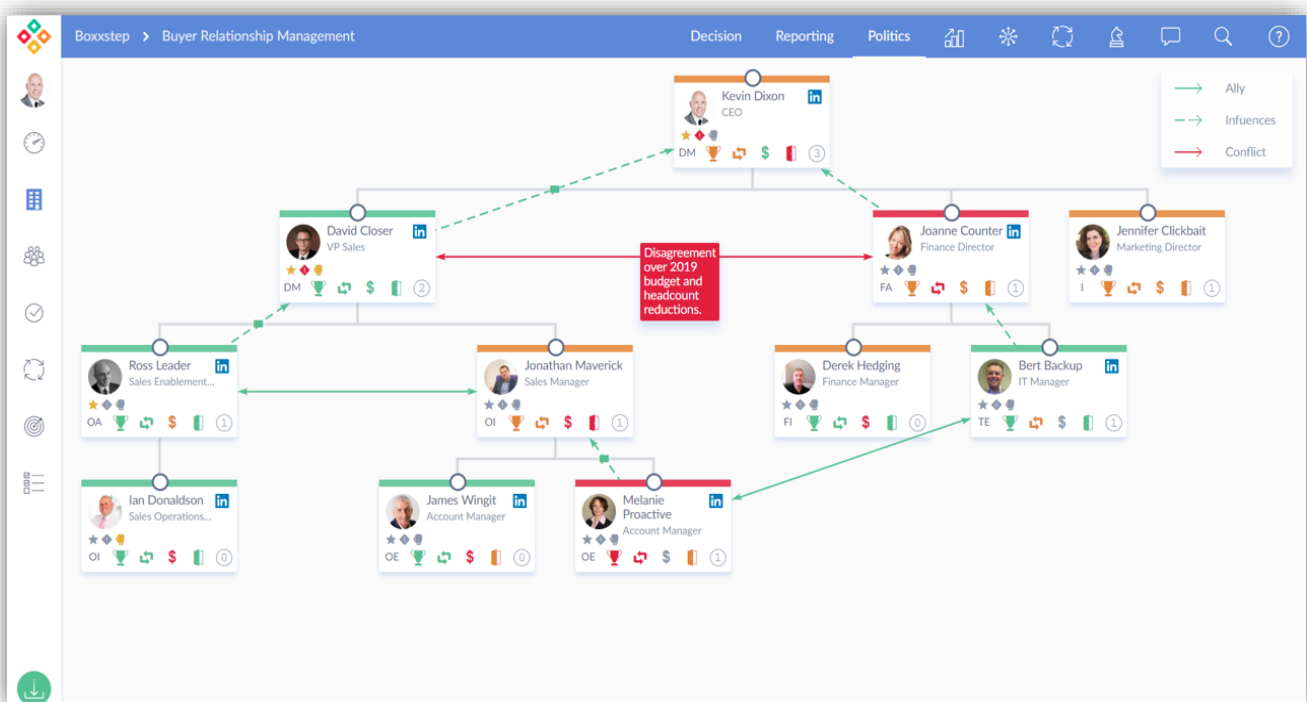
Reporting Lines

The buyer teams will be displayed by reporting line so you can visualise your route to achieve your goals.
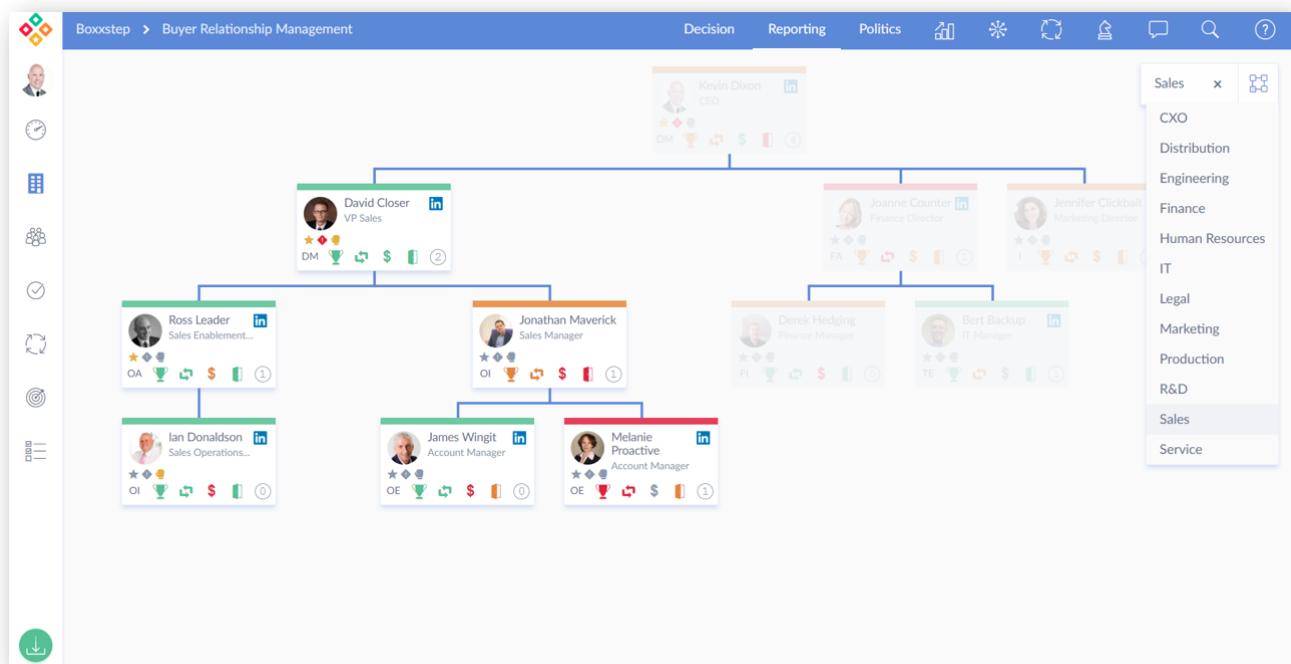

Internal Politics

Internal politics contributes to around 25% of opportunities resulting in a 'no decision' outcome because the buyer team isn't aligned and doesn't reach consensus. As you gather information about the team dynamics add it to Boxxstep to provide you with the clarity on what you need to do and with whom to minimise the risks. Add notes on each dynamic to show the reason.
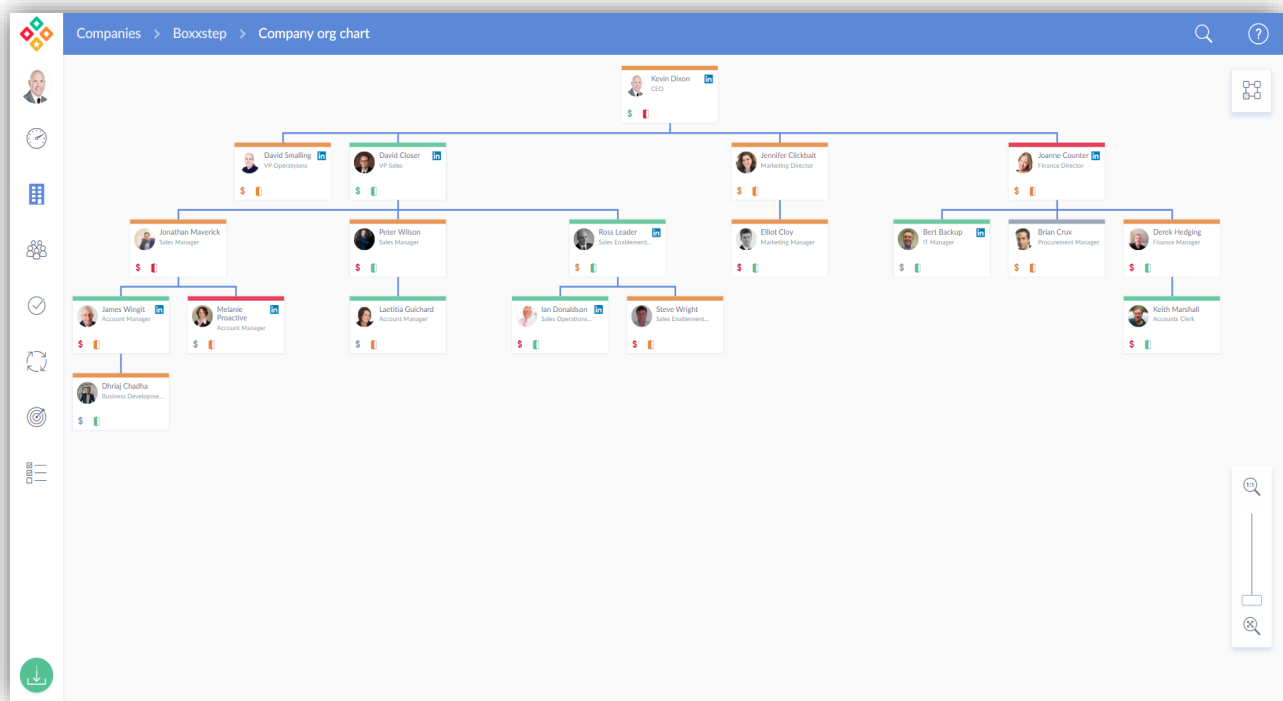
Buyer team by function

If you're working with large buyer teams you can visualise contacts by their functional role

Company view

You can view all contacts across all opportunities with a prospect in a single view.

CRM Integration

Integrate Boxxstep with your CRM and view buyer teams from within the opportunities

Contact us –   sales@boxxstep.com   Book a demo -   calendly.com/boxxstep