## Complex B2B sales

According to Gartner there are now typically 11 people involved in the prospects decision / buying process, but sometimes there are many more who contribute their opinions and influence. The number may sound high for you but remember there are active as well as occasional members of the buyer committee who you may not be aware of and have the power of veto. 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.
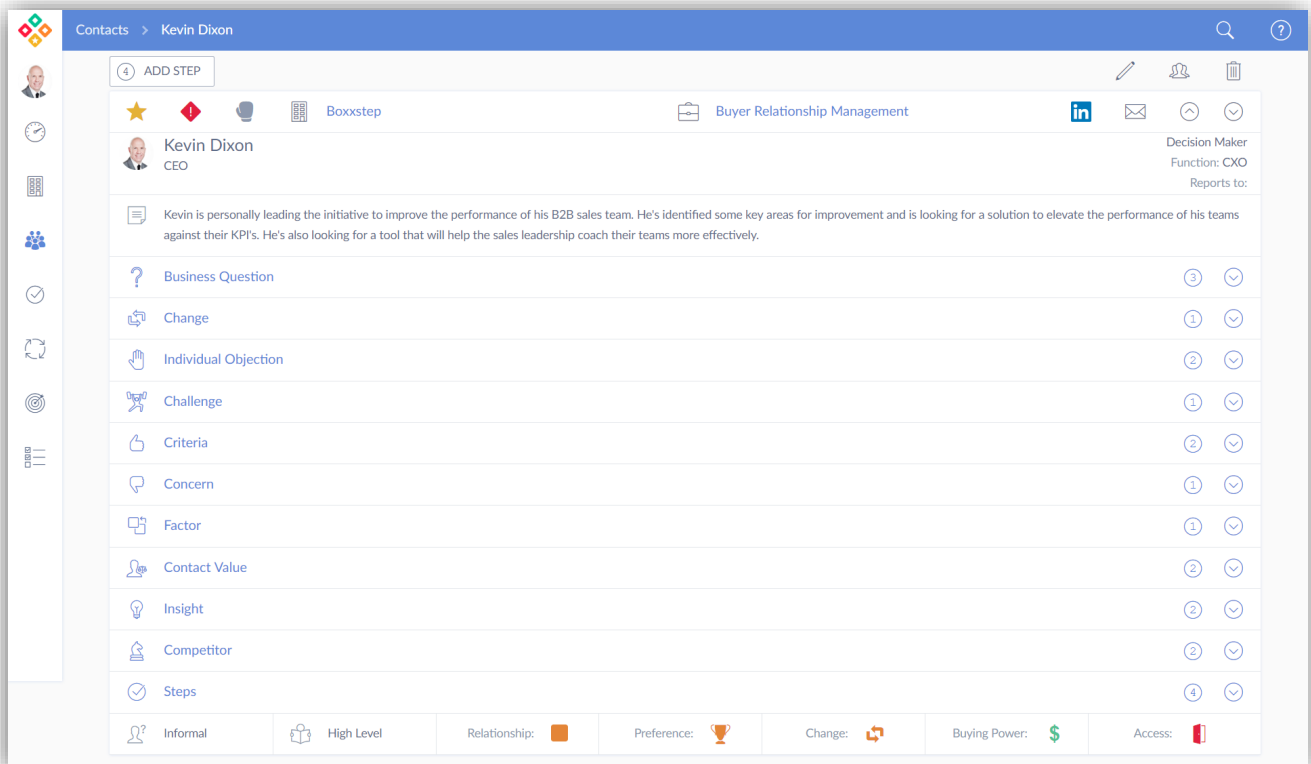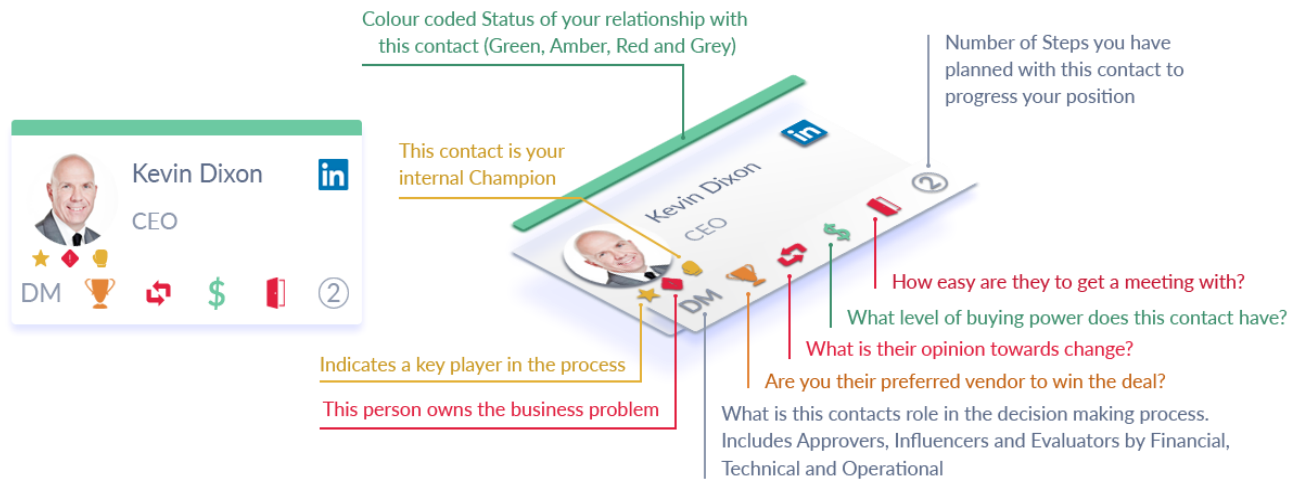

Build profiles on each member of the prospect buyer team:

⇒ 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.

Colour coded Status of your relationship with this contact (Green, Amber, Red and Grey)

This contact is your internal Champion

Number of Steps you have planned with this contact to progress your position

How easy are they to get a meeting with?

What level of buying power does this contact have?

What is their opinion towards change?

Are you their preferred vendor to win the deal?

What is this contacts role in the decision making process. Includes Approvers, Influencers and Evaluators by Financial, Technical and Operational

Indicates a key player in the process

This person owns the business problem

Decision Roles

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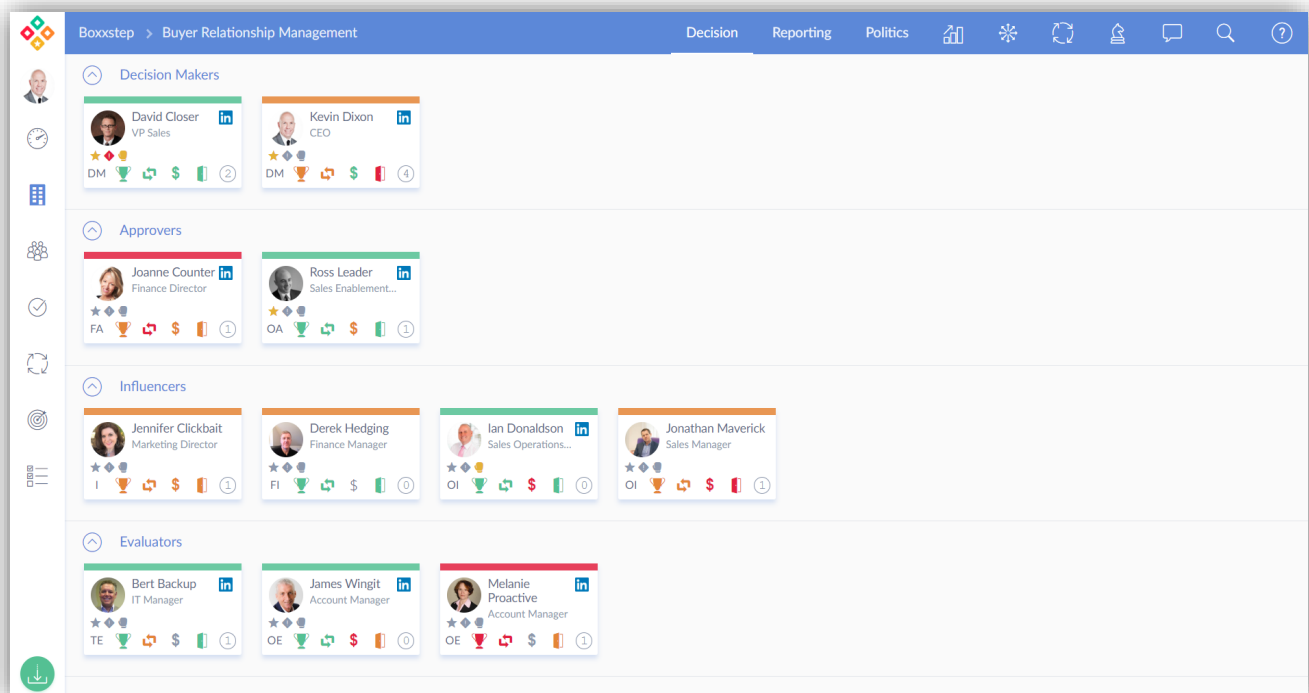
Reporting Lines

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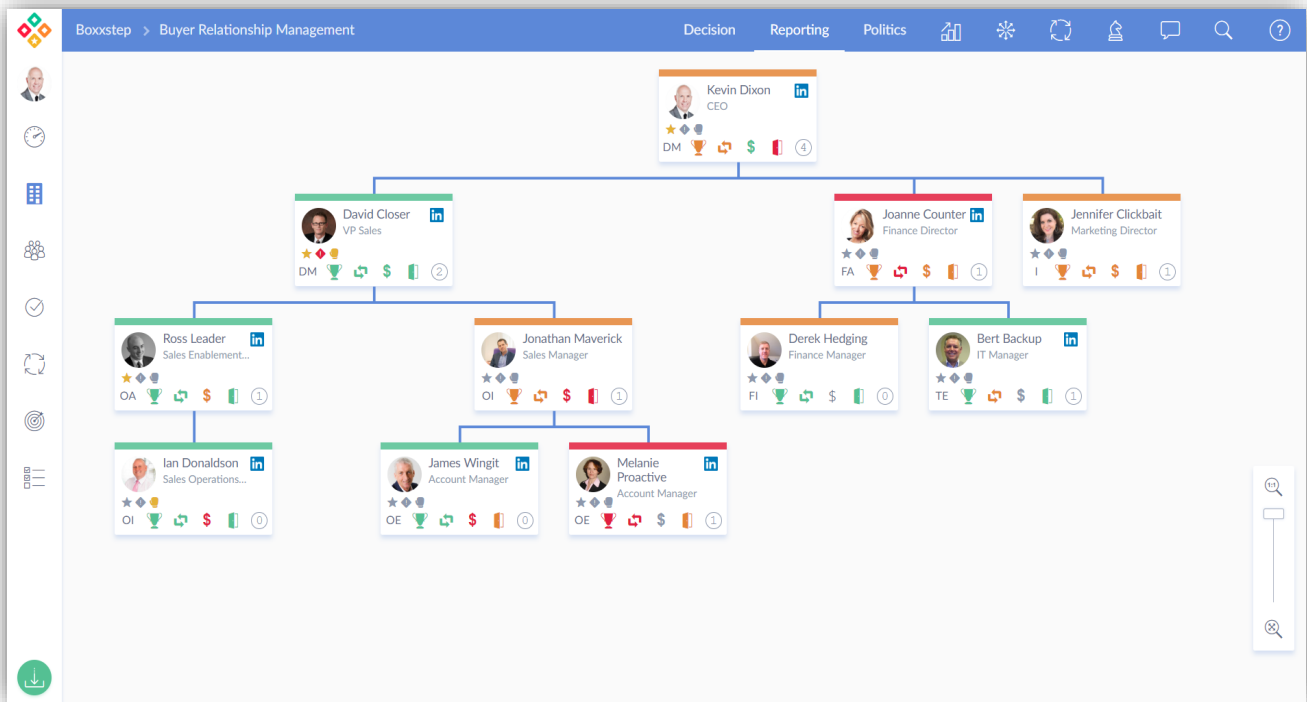

Internal Politics

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.
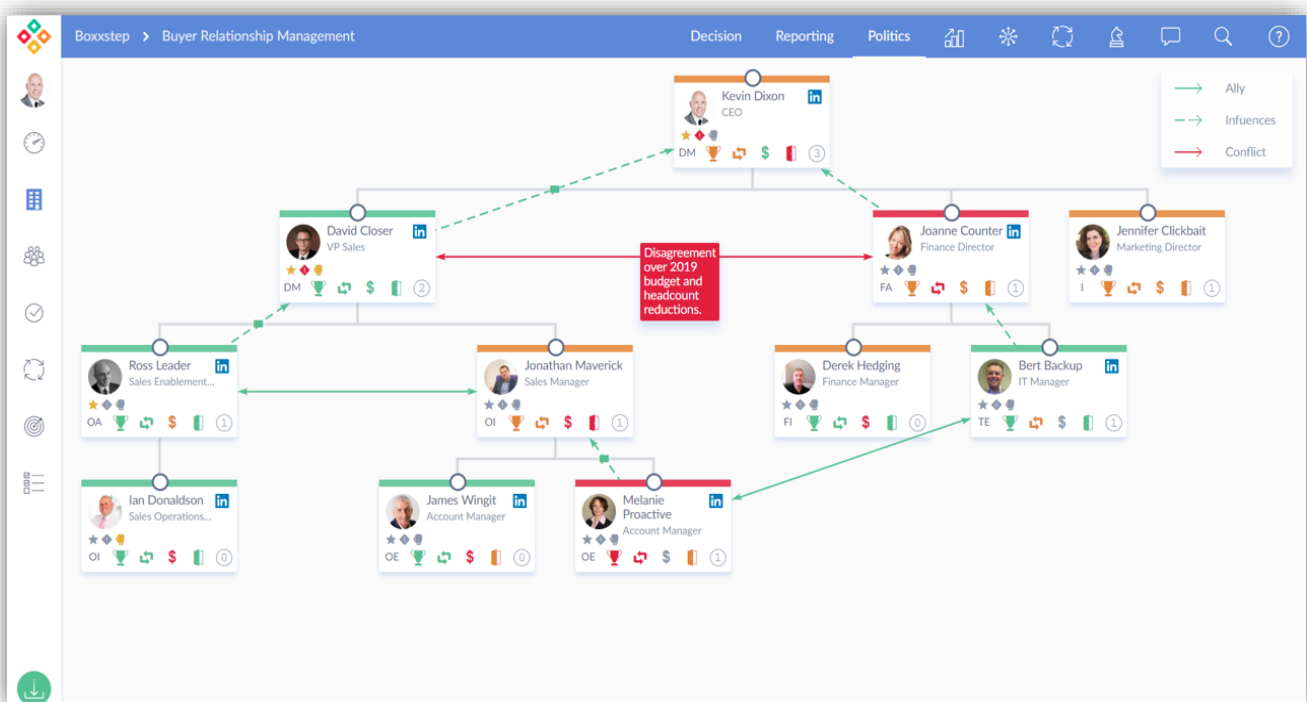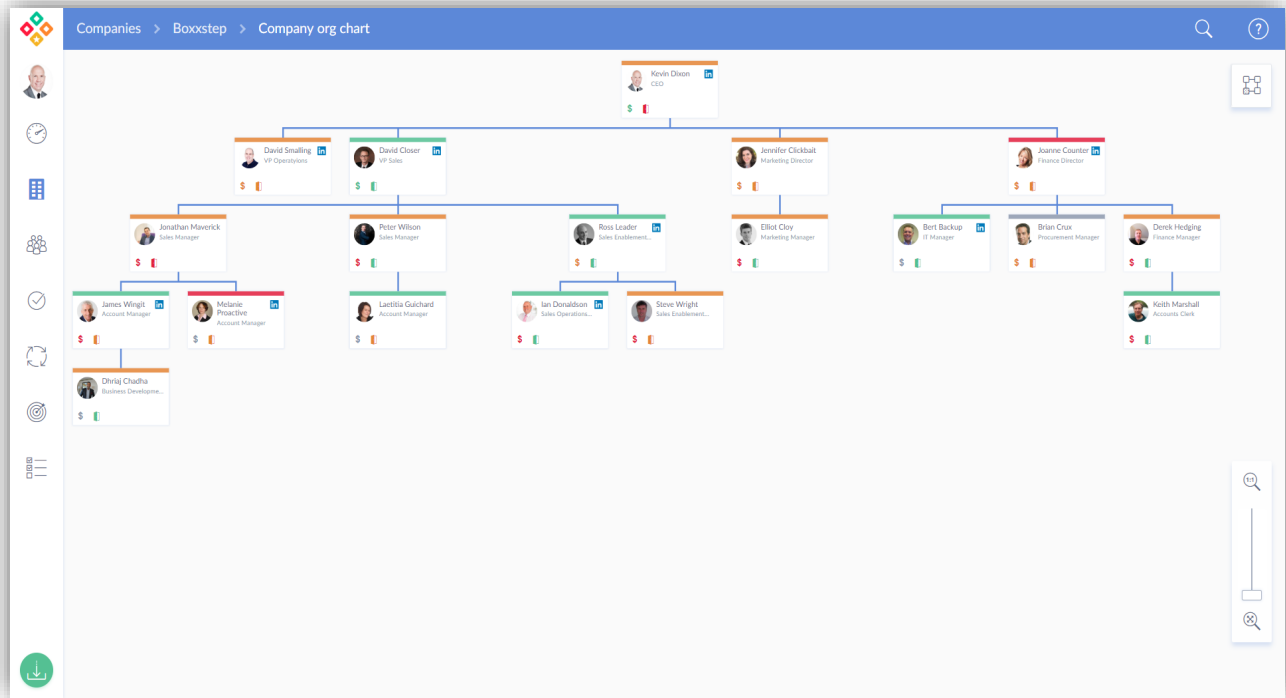
Buyer team by function

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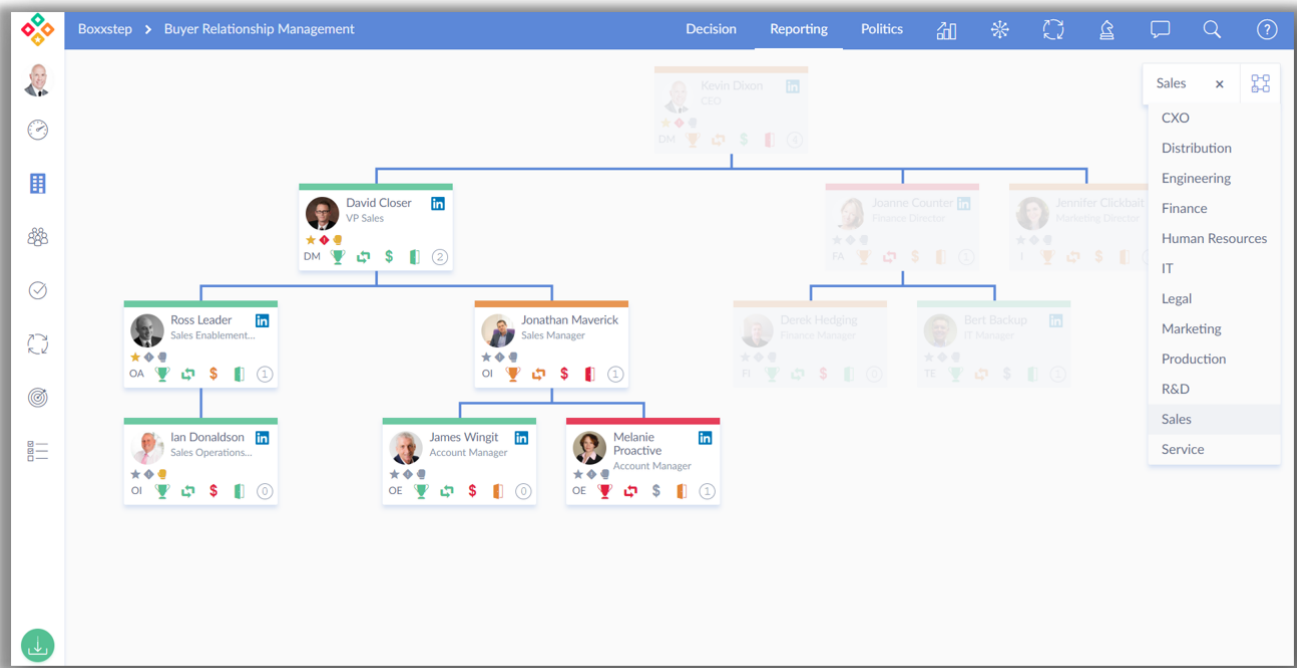
Company view

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

Global Accounts

If you manage global or major accounts with complex business unit structures or groups of companies you can use the Parent company capabilities within Boxxstep to visualise the individual accounts and contacts in a single organigram.
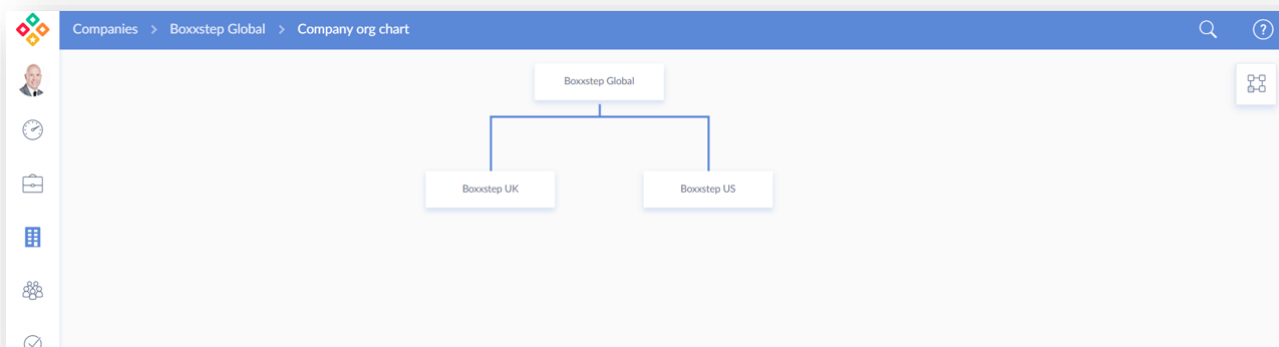
You can view all contacts across all opportunities with a prospect in a single view. Click individual or all companies to display the contacts you wish to view.
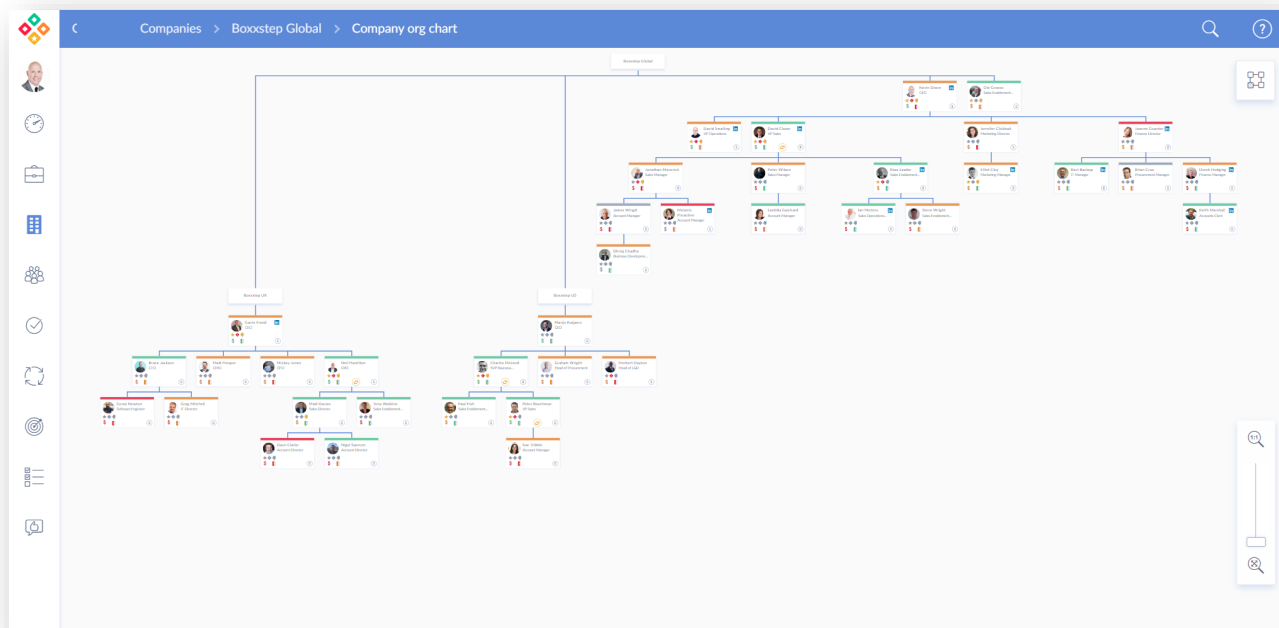
Global contacts are often involved in local company opportunities, you can add them to the opportunity organigrams and they'll be identified with a Global icon in the top left corner.
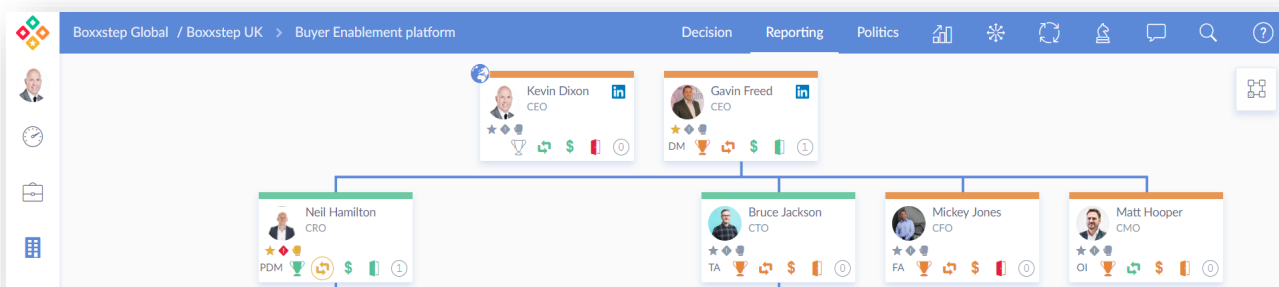
Business drivers

Capture and manage the real business issues that matter for the prospect such as the business problems they're looking to solve, including the symptoms, who's affected, the impact and the root cause. It's vital to understand this level of information and to capture it in-house.
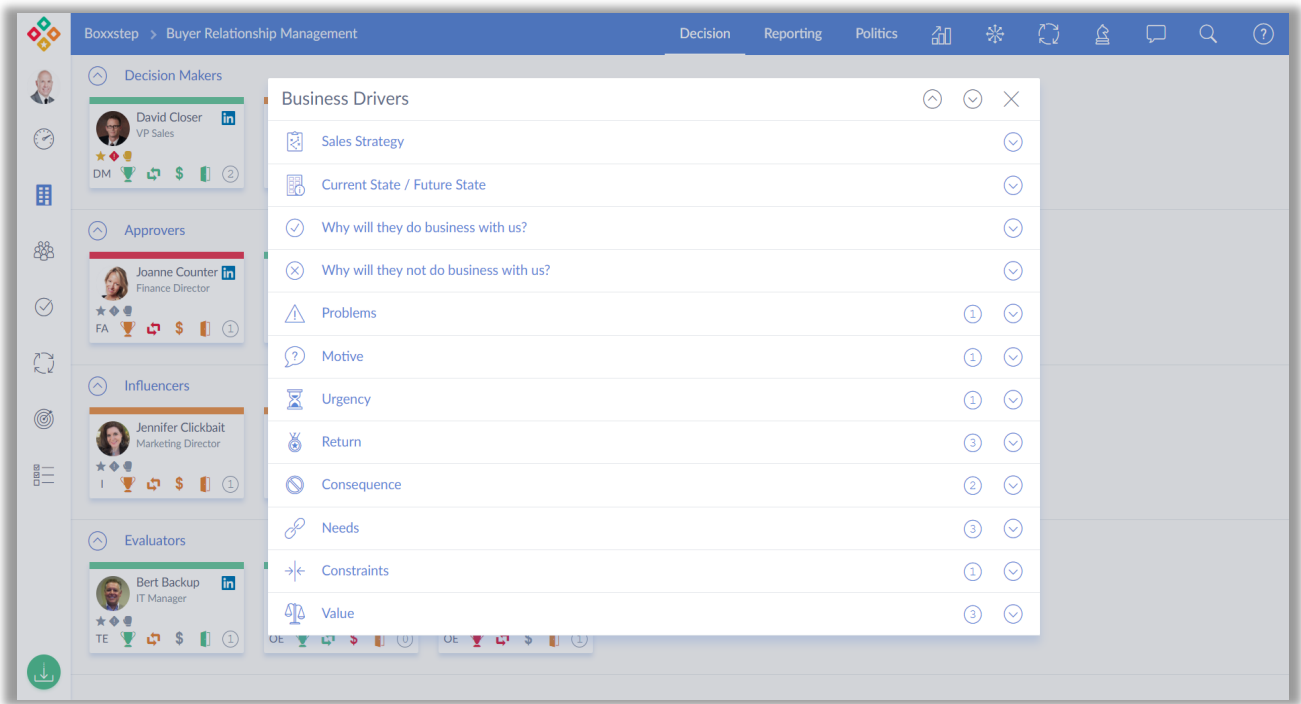
Buying process

The instinct of most salespeople is to focus on the decision date, it's what they need to forecast the opportunity internally. However, most opportunities fail during the process because the buyer team isn't aligned and doesn't reach consensus. Members of the buyer team rely on the advice and help of sellers to navigate this process with the right insights at the right time. Capture and manage the prospects process as it develops.
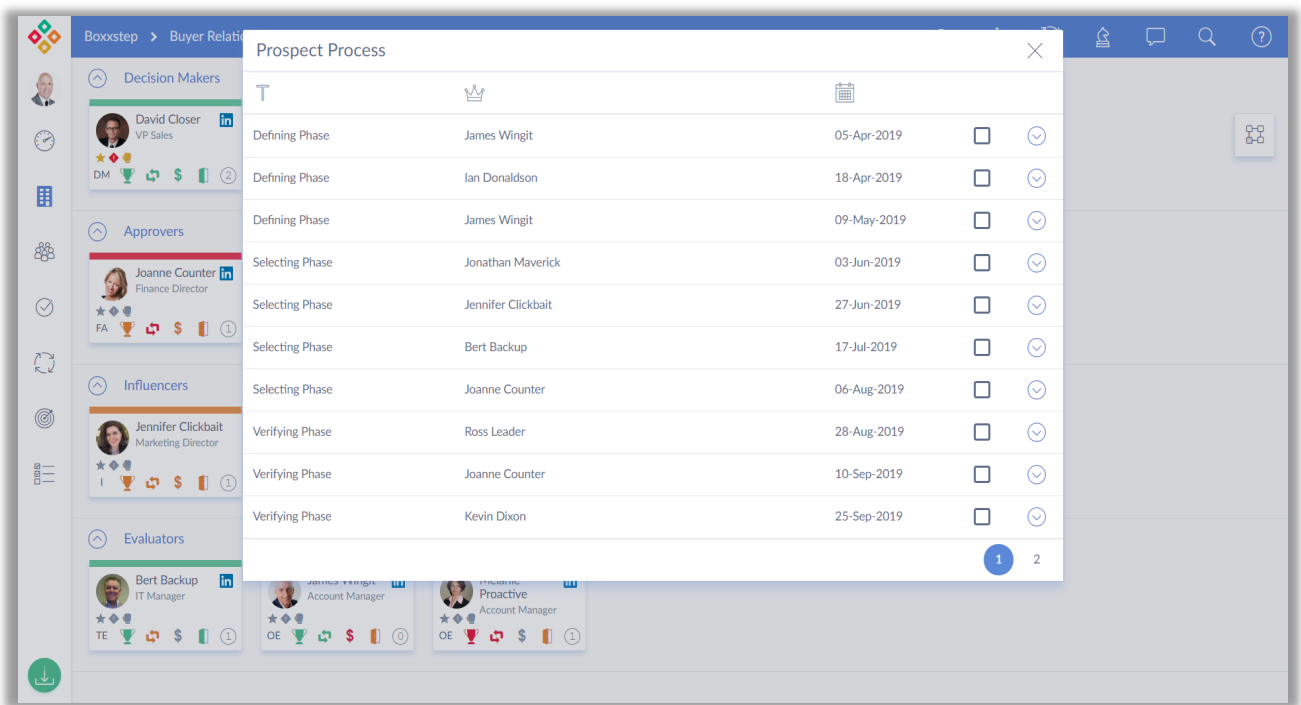
SWOT/RAID forms

For major opportunities you can create SWOT or RAID forms to assess your position within the account.

SWOT - Strengths, Weakness, Opportunities and Threats

RAID - Risks, Assumptions, Issues and Dependencies

Opportunity Qualification

Boxxstep has an inbuilt qualification tool that will show how well qualified the opportunity is based on the prospect information that has been added to the platform.
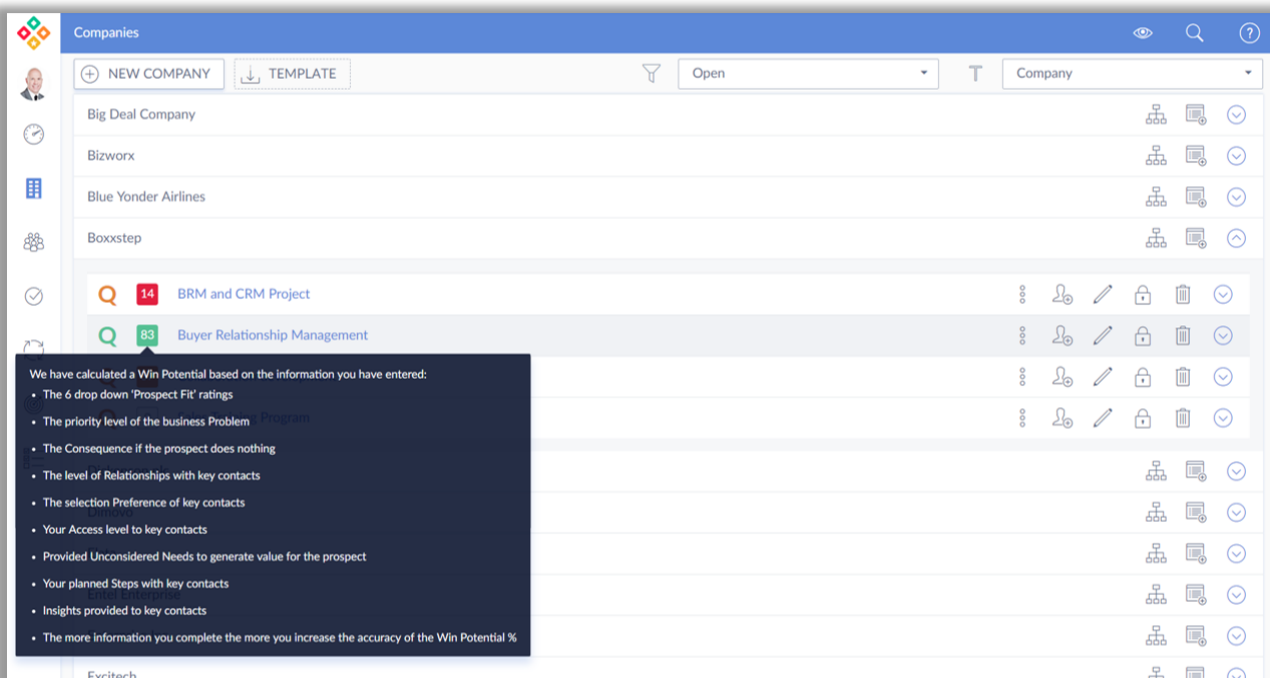
Opportunity Win Potential

Your CRM will determine a probability % of winning the opportunity based on the sales stage within your sales process. To add further insight Boxxstep has an inbuilt win potential tool that will estimate a win potential % from the buyers perspective. The more information about the prospect the more accurate the calculation.
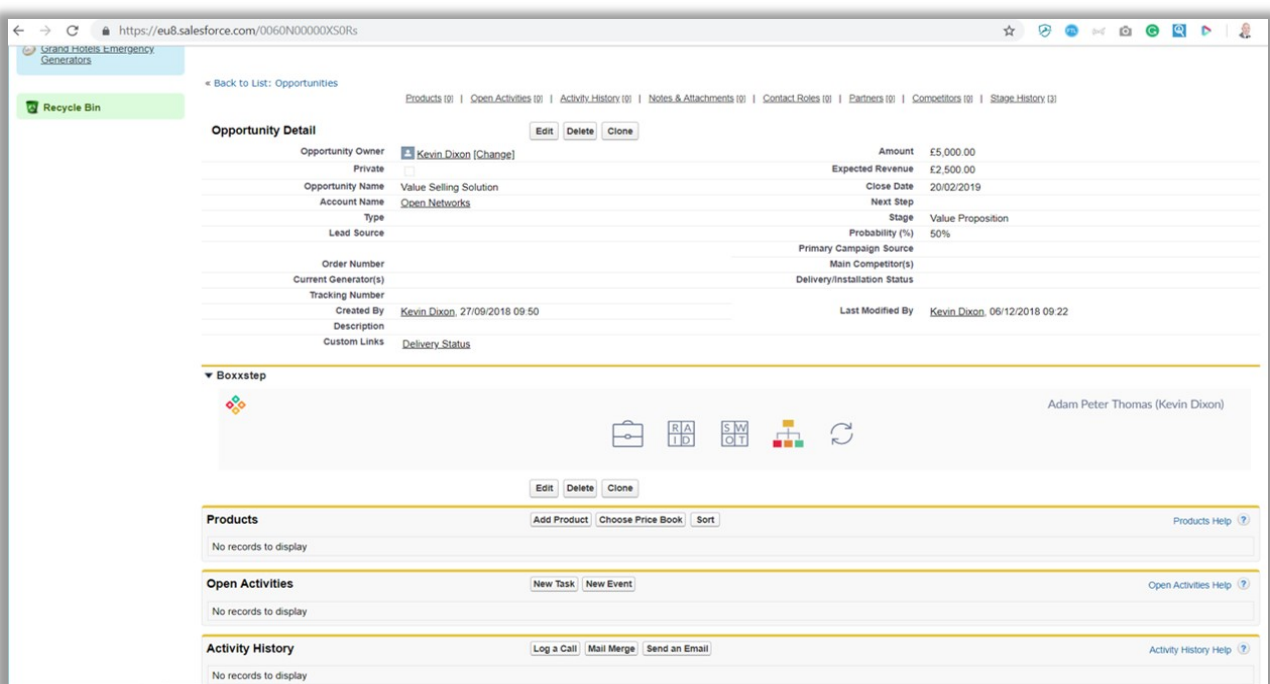

CRM Integration

Integrate Boxxstep with your CRM and access Boxxstep information from within the opportunities

Win-Loss Analysis

One of the best ways to improve as a sales organisation is to understand what your prospects think about your sales performance, the only perspective that truly matters is the buyers.

Win, lose or no-decision getting feedback is an opportunity to show that you're an organisation driving a buyer-centric approach and that their opinions matter.

Companies make consensus and committee based decisions so why not get consensus based feedback. Ask question to different buyer personas and functions, the more you ask and the wider you ask the greater the perspectives you gather.

The feedback below is a standard sales performance review that is sent to the selected buyer committee contacts via a digital link. They can grade individual aspects of the sales engagement with you and also show how important it was to them.

Feedback for Buyer Relationship Management at Boxxstep

	N/A	Poor	Average	Good	Excellent		how important was this for you?

Problems
How well did our team understand or identify your business problems?
Comment

Needs
How well do you think our sales team understood your business needs?
Comment

Outcomes
How well did our sales team understand the business outcomes you were trying to achieve?
Comment

Engage
How well did our sales team engage across everyone involved in the process for Boxxstep UK?
Comment

Criteria
How well did our team address and meet your stated criteria during the process?
Comment

Process
How well do you think our sales team understood and helped during your process?
Comment

Factors
How well do you think our sales team understood what was important to you individually as part of the process?
Comment

Subject Matter
How would you rate the subject matter expertise of our sales representative?
Comment

Insights
What level of useful business insights did our sales team provide that helped you during the process?
Comment

Value
What level of business value did our sales team provide during the process?
Comment

Meetings
How would you rate the quality of the meetings with our sales team?
Comment

Presentations
How would you rate the quality and content of our presentations or demonstrations?
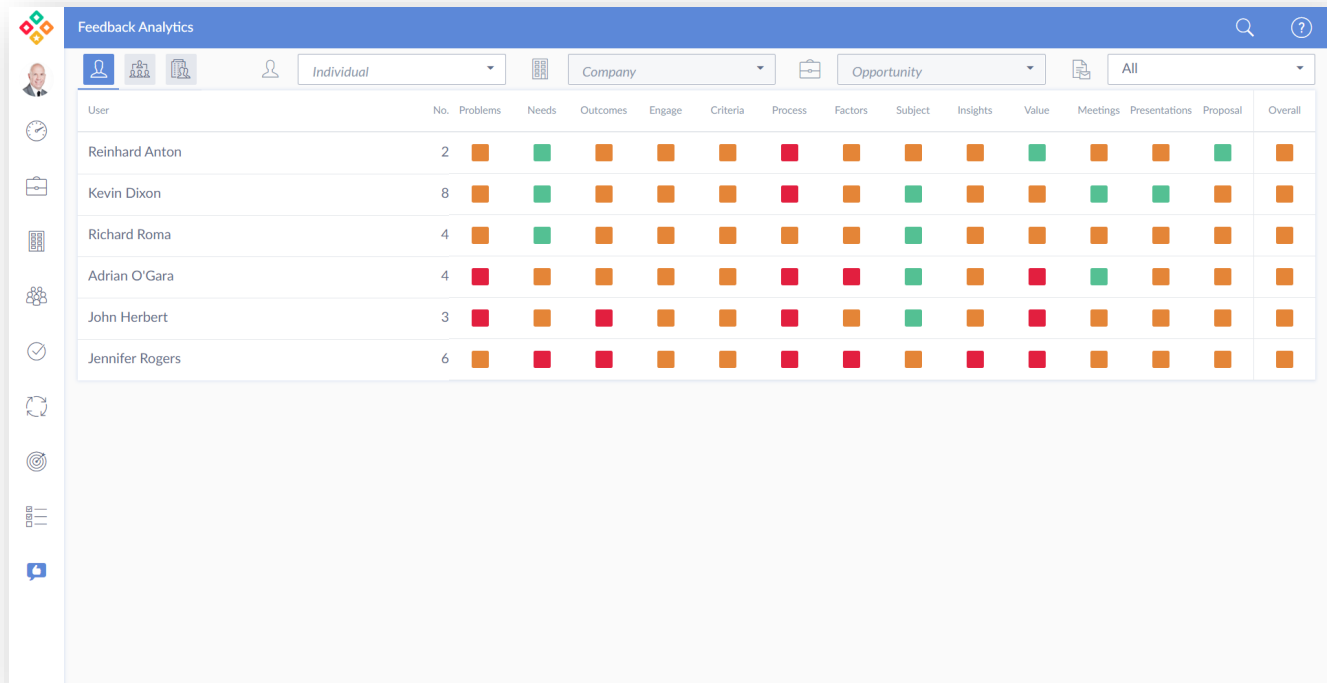Comment

Proposals
How would you rate the quality and content of our proposal and supporting information?
Comment

SUBMIT

The more feedback responses you receive the more useful the data is to enable you to focus on individual coaching and training plans rather than a one size fits all approach. Looking at this from the buyers perspective enables you to evolve your sales team into buyer-centric sales professionals , a prerequisite for sales growth in todays buyer driven B2B markets.

All of the feedback is displayed for each person, team or company wide based on the average score across all of the buyer-centric questions within the feedback form.

Our buyer review capabilities will continue to evolve and we'll be adding the ability for users to customise the questionnaires to their specific needs. Feedback requests can also be created on general company performance, one example could be after a successful win decision where you gather responses from the relevant contacts to understand how successful the project was and did you deliver against expectations and needs?

We'll also be adding more analytics to understand how your teams sales performance varies across a period of time to see if their averages vary, hopefully positively!

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