

Die Zukunft von B2B Sales

Sales Summit, Mai 2022 →

2010

Käufer kaum miteinander vernetzt

Informationen über Analysten, Konferenzen und Google

“Einfacher“ Einkaufsprozess

2022

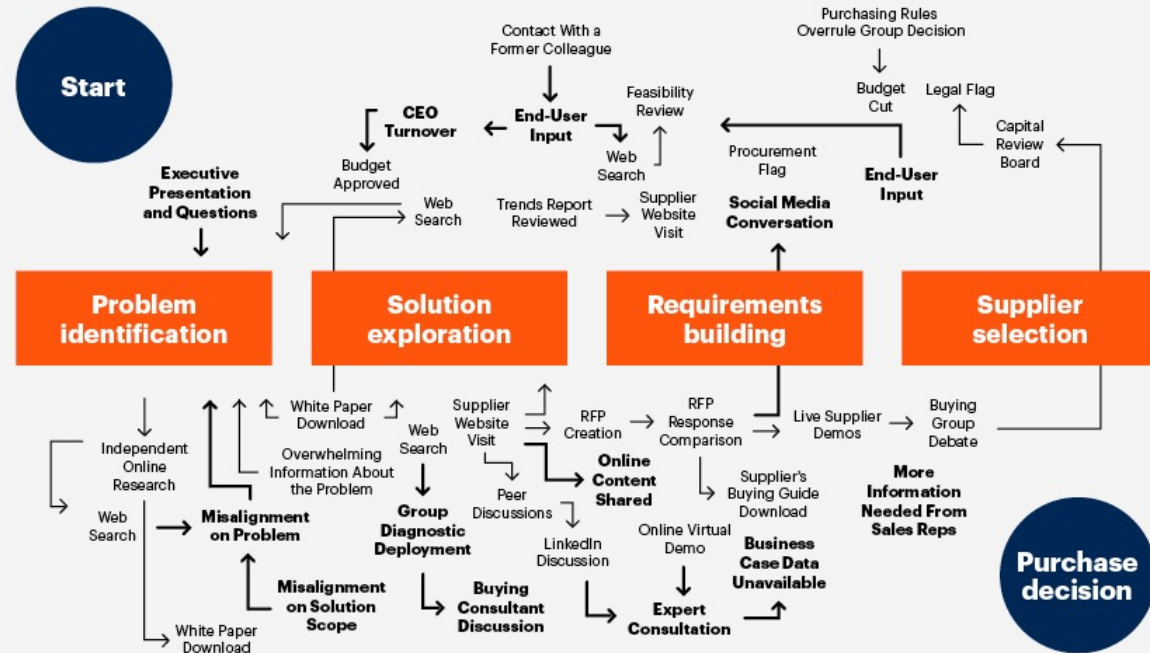
Käufer sind stark vernetzt

Es gibt viele Optionen bei hoher Markttransparenz

Komplexer virtueller Einkaufsprozess

B2B buying journey

Illustrative



Source: Gartner
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Gartner®

Buyer Engagement hängt in 2010 fest



E-Mail
Ping-Pong



Kanäle nicht
verbunden



Holprige
Übergaben

Käufer erwarten in 2022 eine andere Kauferfahrung



Self-Service
Prozess



Vollständig
virtuell



End-to-End
strukturiert

valuecase Welcome ACME Resources Action plan Book a meeting

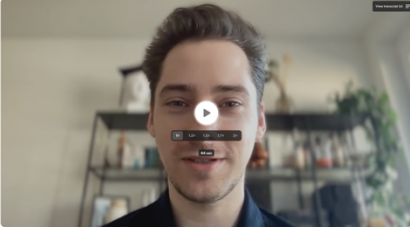
Welcome Richard!

Looking forward to working with you

ACME

Our understanding

How we can help ACME



Our progress so far

Aug 10 Sep 15 Sep 30 Oct 30 Nov 30

Kick-off Discovery Contracting Onboarding Go-Live

Next page >

Add a block

Simply insert a block in your space via drag and drop

- Text**
Standard text with formatting options, use content placeholders to automate personalisation
- Files**
File gallery with automatically generated file preview, files can be viewed, downloaded, or shared
- Video**
Upload a video or link to video

Mutual action plan
To share the space, copy and share the link below.

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Testimonials

John Snow
Founder, Company name

John Snow
Founder, Company name

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ACME

Business impact

This is a simple representation of how our product will impact your business and some numbers to help understand

Headline

25.638,23 [Details >](#)

Headline
Through a decrease of hiring costs per hire.

25.638,23 [Details >](#)

Headline
Through GDPR compliant data management & anti-discrimination compliance.

25.638,23 [Details >](#)

Headline
Through a decrease of hiring costs per hire.

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Success plan

Milestones | Timeline / Stakeholders

- 1 Kick-Off 01.11.21 - 15.11.21 [1 Task >](#)
- 2 Discovery 15.11.21 - 22.11.21 [3 Tasks](#)
 - Workshop on target state Buyer Due date #3
 - Agreement sign Legal de December 2020
 - ROI Case Financial de
- 3 Offer, legal 18.1
- 4 Onboarding 01.1
- 5 Pilot 1.01.22 [1 Task >](#)

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Our understanding

More resources

Gartner on buyer engagement

The B2B buying journey

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Our progress so far

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- ✓ Automatisierung redundanter Aufgaben
- ✓ Steigerung der Conversion Rate
- ✓ Tiefe Einblicke in die Käuferreise

MEET US @

STARTUP ARENA

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