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What these 4 common B2B buyer phrases really mean

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Customers are savvier than ever before. Thanks to new attitudes around acceptable bare minimums, a preference for engaging digitally, and completely evolved buying patterns, customers now see buying as an experience —not a transaction. They also speak a whole new language as well. Sales reps need to leave behind the role of order taker and step into the role of value-add consultative seller. But first, they must learn to translate this new customer language if they want to stay relevant.

A Seller's Translation Guide

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Here's what a typical buyer may say, what they actually mean (or want), and some tips for how you, as their sales rep, can respond:

Buyer

Translation and action

"I'm not ready to talk."

Business buyers want consumer-like simplicity. They do all the research and don't want to talk to a salesperson until they are absolutely ready. And they often may not realize they must engage with someone in order to complete a transaction.

"Provide value-add insights"

Sales reps who offer detailed information to help customers make purchasing decisions are seen as more value-add and are allowed to continue conversations. You must be armed with information that's not publicly available online—such as detailed pricing and configuration options, detailed product information, ROI/benchmarking data, and more.

"Remember me?..."

Customers enter the sales process whenever and however they want. And they expect their rep to pick up right where the conversation left off, without missing a beat.

"Show me you know me..."

Start (and resume) conversations with more detailed, relevant, and personalized buyer insights based on digital records and data. Make sure it is incredibly simple to utilize this data within existing processes.

"...You should already know my issues and needs"

Once they've engaged, buyers expect more value and more advice than ever. They'll ask for the impossible and expect you to deliver—without comprising their trust or privacy.

"...But, don't be creepy."

Use that 360-degree view of the customer responsibly. Pair it with real-time, public data to add context. Apply AI to inform smarter, next-step sales actions and conversations that focus on business outcomes.

"I only have 5 minutes until my meeting starts."

Reps don't have long to make an impression. Old tech, bad/incomplete CRM data, and departmental siloes don't support deep customer insights or collaboration. Great CX is at risk and rep attrition rates can skyrocket, exacerbating the issues.

"I need usable data quickly."

Retain sales talent, keep them productive, help them see the bigger picture, and get answers faster with sales tools that eliminate busy work and tedious data entry: a robust mobile app, guided selling tools, and effortless digital assistants.

Buyer

Sales Rep

Build long-lasting customer relationships to close deals faster, solidify customer satisfaction, and create recurring revenue with **Oracle CX Sales**. Unleash these powerful, integrated sales tools, so reps can focus on winning business and earning customer loyalty.