

# You Know How To Sell, Now Learn How Companies Buy

You're a great salesperson. You know how to connect with customers, build rapport, and close deals. But what if I told you that everything you know about selling is wrong?



## How and Why Large Companies Make Product Selections: You Know How to Sell, Now Learn How Companies Buy by Brian Burns

★★★★☆ 4.7 out of 5

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That's not to say that your skills aren't valuable. They are. But when it comes to selling to businesses, you need to approach things differently. B2B sales is a whole different ball game than B2C sales.

For one thing, businesses are not individuals. They are complex organizations with their own unique goals, processes, and decision-making structures. This means that you need to understand how companies buy in order to be successful in B2B sales.

## The Company Buying Process

The company buying process is a complex one that can vary from company to company. However, there are some general steps that most companies follow when making a purchase decision.

1. **Problem identification:** The first step is for the company to identify a problem or need that they have. This could be anything from a need for new software to a need for a new supplier.
2. **Solution exploration:** Once the company has identified a problem, they will begin to explore different solutions. This may involve researching different products or services, talking to vendors, and getting demos.
3. **Vendor selection:** Once the company has explored different solutions, they will begin to select a vendor. This decision will be based on a number of factors, including the vendor's price, features, and reputation.
4. **Purchase decision:** Once the company has selected a vendor, they will make a purchase decision. This decision will typically be made by a group of people, including the end users, the decision-makers, and the influencers.
5. **Implementation:** Once the purchase decision has been made, the company will begin to implement the new solution. This may involve training employees, installing new software, or changing processes.
6. **Evaluation:** Once the new solution has been implemented, the company will evaluate its success. This evaluation will typically be based on a number of factors, including the solution's performance, the company's satisfaction, and the return on investment.

## How to Tailor Your Sales Approach

Now that you understand the company buying process, you can tailor your sales approach accordingly. Here are a few tips:

- **Focus on building relationships:** B2B sales is all about relationships. Get to know the people involved in the buying process and understand their needs. This will help you build trust and credibility, which is essential for closing deals.
- **Understand the company's decision-making process:** Every company has its own unique decision-making process. Take the time to learn how the company you're selling to makes decisions. This will help you identify the key decision-makers and influencers, and tailor your sales pitch accordingly.
- **Provide value:** Don't just try to sell your product or service. Provide value to the company by sharing your knowledge and insights. This will help you position yourself as a trusted advisor, and make the company more likely to buy from you.
- **Be patient:** B2B sales cycles can be long. Don't expect to close a deal overnight. Be patient and persistent, and you will eventually be successful.

Selling to businesses is different than selling to consumers. By understanding the company buying process and tailoring your sales approach accordingly, you can increase your chances of success in B2B sales.

Remember, it's not about selling your product or service. It's about helping the company solve a problem. If you can do that, you'll be well on your way

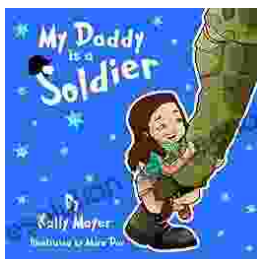
to closing the deal.



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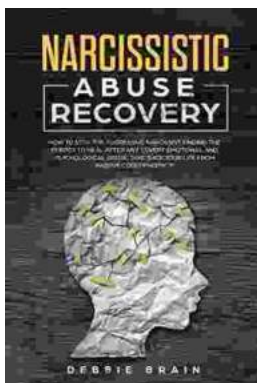
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