

# Value Selling MetriX

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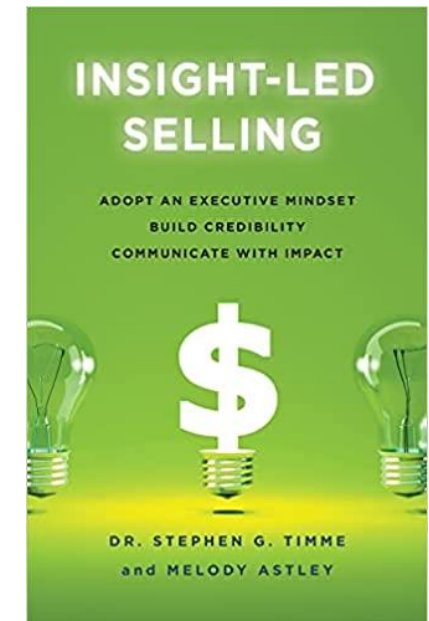
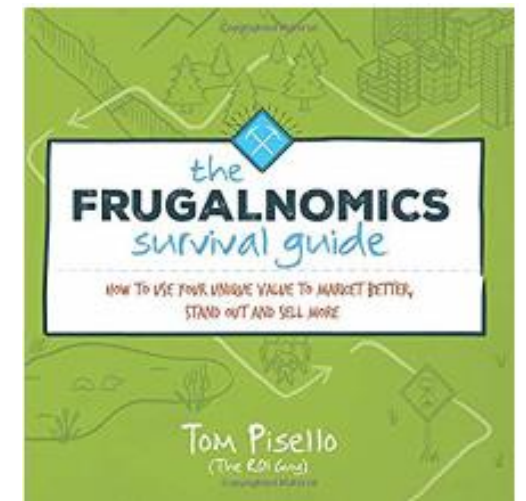
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# Value Selling MetriX

Statistics cited in:

*“the Frugalnomics Survival Guide: How To use Your Unique Value To Market Better, Stand Out And Sell More”, by Tom Pisello (The ROI Guy), CEO/Founder of Alinean, 2015 ,*

*“Insight-Led Selling: Adopt an Executive Mindset, Build Credibility, Communicate with Impact”, by Dr. Stephen G. Timme and Melody Astley, Finlistics, 2021*

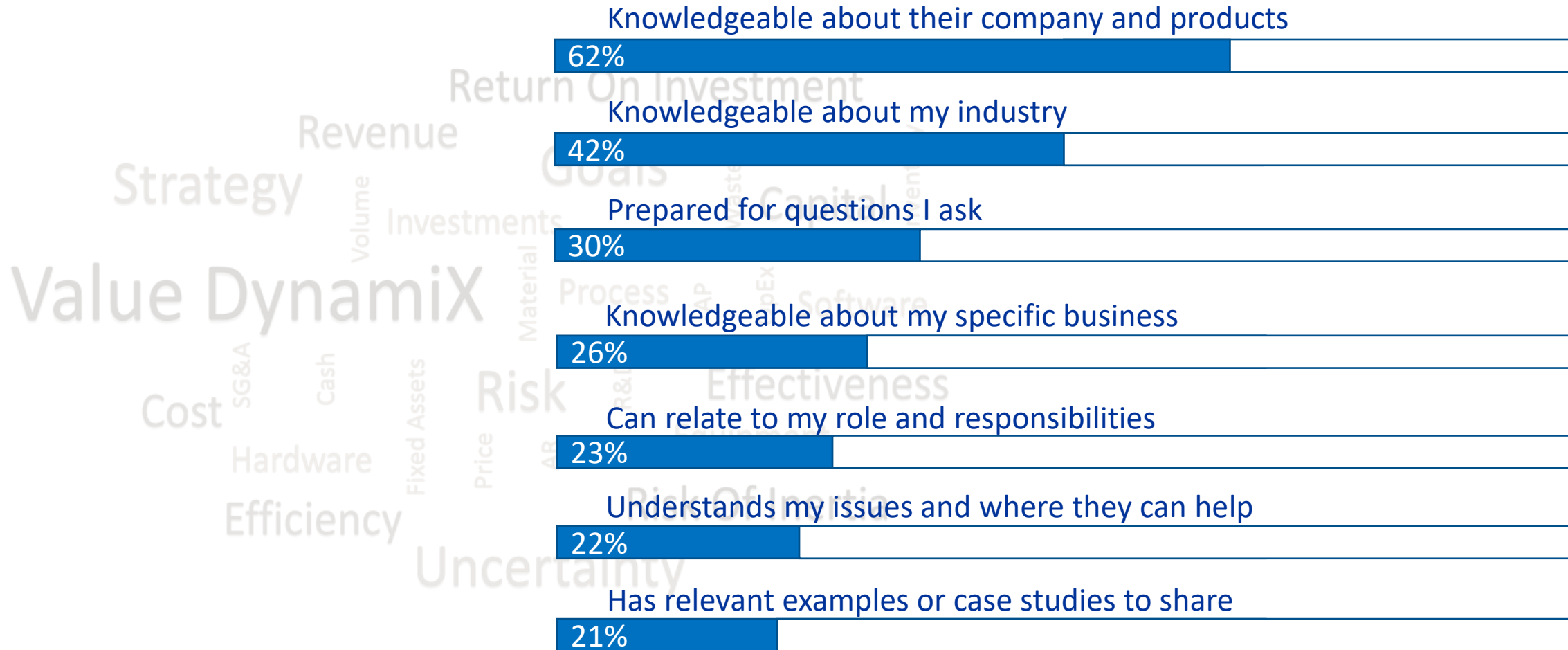


# Value Selling MetriX

## Buyer

- 67% of buyers have a clear picture of the solution they want before they engage sales reps – SiriusDecisions
- 13% of buyers view vendor-created content (marketing, product) as credible – SiriusDecisions
- 81% of buyers expect vendors to provide financial justification - IDC
- 8 seconds attention span of typical buyer – down from 12 seconds in 2000 – IDG
- 58% of buyers disengaged due to lack of value – Qvidian
- 70% of buyers lack the resources to perform the business case analysis, so ask vendors – Bill Kirwin, Founder of the International Institute of IT Economics
- 77% of buyers says sellers do not understand their business – Bizjournals.com, February 13, 2015, Doug Winter
- 84% of customers report a buying journey taking longer than expected – Challenger, November 21, 2018
- 25% of Buyers want only a vision; 50% want business fit, cash flows, and RO; 25% want full-blown business case

# Value Selling MetriX – Are vendors prepared for your meetings?



Scott Santucci, Forrester – worldwide survey of executive buyers

# Value Selling MetriX

## Marketing

- 5% reduction in demand for white papers – IDG, DemandGen Report
- 7 pages rather than the average of 10 pages (buyers preference for white papers) - IDG
- 32% more marketing campaigns received by buyers than just 5 years ago – SiriusDecisions
- 8 seconds attention span of typical buyer – down from 12 seconds in 2000 – IDG
- 93% of marketers and sellers continue to tie their messaging and content directly to products and services (CEB)
- 50% more leads required to generate the same revenue as 2 years ago – IDC
- 71% of business executives say content from companies turns them off when it seems more like a sales pitch than valuable information (CEB)

# Value Selling MetriX

## Marketing

- 94% of customers have disengaged with a vendor because they received irrelevant content (CEB)
- 60-70% of the content produced by marketing goes unused - SeriousDecision
- 30% incremental response rates with value marketing – IDC
- 5% better conversion from leads to deals compared with traditional white paper campaigns - IDC
- \$1.5 Million incremental revenue with value marketing campaign – IDC
- 41% of marketers indicate that their content marketing efforts are effective – Content Marketing Institute and MarketingProfs

# Value Selling MetriX

## Marketing

- 86% cited that relevant content drove the buyer's decision – IDG Connect's "IT Buyer Survey"
- 55% plan to spend more on content over the next 12 months – Content Marketing Institute and MarketingProfs
- 40-41% ineffective rating on content (videos, white papers, case studies and research reports) – Content Marketing Institute and MarketingProfs
- 50% reduction in chance of getting the sale due to lack of relevancy of content – Content Marketing Institute and MarketingProfs
- 28% of total marketing budget is consumed by marketing content– Content Marketing Institute and MarketingProfs
- 54% of top performers vs. 35% on average document their content marketing strategies – Content Marketing Institute and MarketingProfs
- 37% of top performers vs. 28% invest more in content – Content Marketing Institute and MarketingProfs
- 89% of top performers vs. 81% place a higher importance on engagement as the end goal – Content Marketing Institute and MarketingProfs

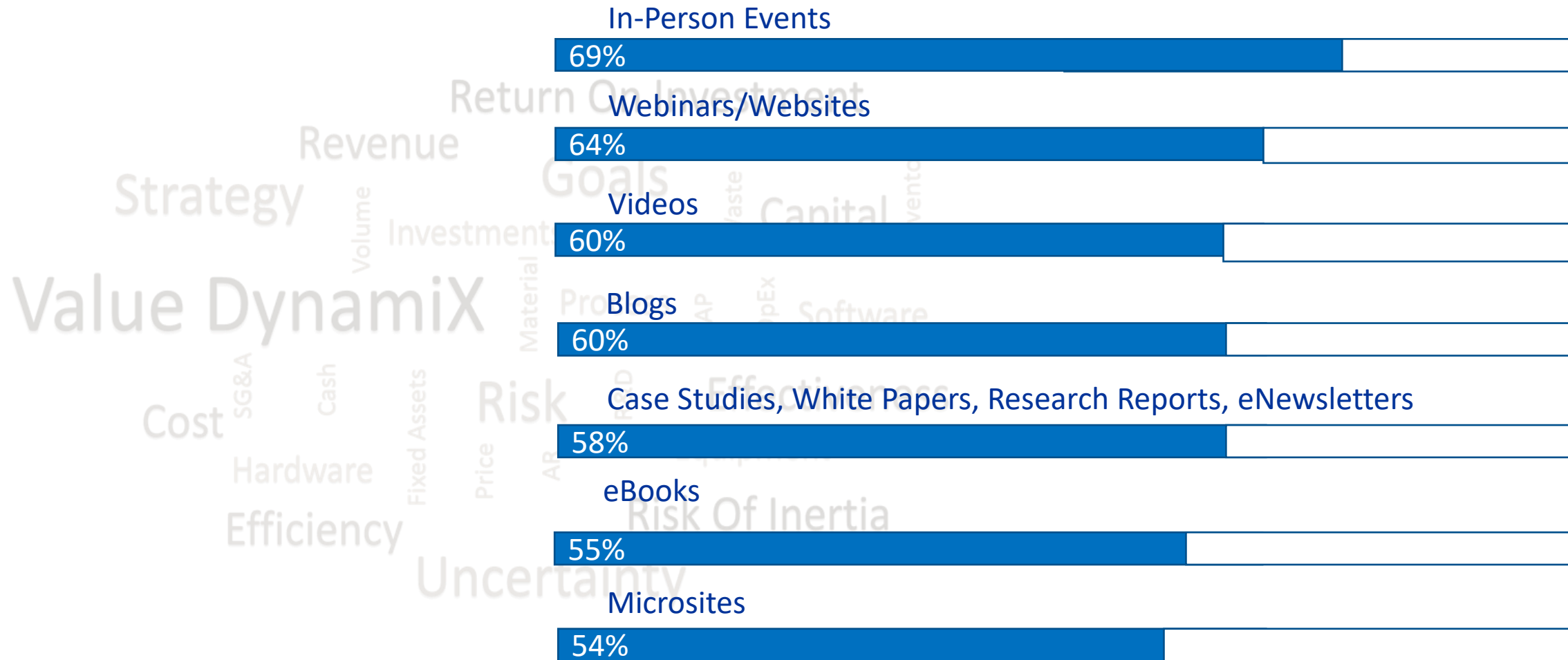
# Value Selling MetriX

## Marketing

- 84% of buyers trust peers for content, whereas 65% trust industry analysts and 43% trust consultants and vendors - Alinean
- 3 times more leads through interactive white papers vs. traditional white papers – IDC
- 150% more qualified leads per white paper campaign through interactive white papers – IDC
- 20% more leads with value marketing programs vs. traditional marketing – IDC
- 5% better conversion rate with value marketing programs vs. traditional marketing campaigns - IDC



# Value Selling MetriX – Effectiveness Ratings of B2B Tactics



Content Marketing Institute and MarketingProfs

# Value Selling MetriX

## Sales

- 60% of sales time is spent on overhead tasks (not with customers) – CSO Insights
- 40% of sales organizations (89% of World-Class Sales Organizations) clearly understand a customer's issues before proposing a solution – MHI Global
- 43% more stakeholders per purchase decision (IDC)
- 71% of sellers unable to articulate value to buyers, per sales executives – SiriusDecisions
- 19% of Sales managers believe their sellers are trusted advisors – Finlistics poll for *Insight-Led Selling*
- 50% know their goals but struggle to align our solutions - Finlistics poll for *Insight-Led Selling*
- 31% promote features and functions - Finlistics poll for *Insight-Led Selling*
- 10% of sales reps are perceived as being focused on value – Forrester
- 44% of sales organizations (vs. 88% of World-Class organizations) reported that they are “highly confident” in their sales force's ability to communicate value messages to customers – MHI Global

# Value Selling MetriX

## Sales

- 74% of deals go to companies that engage with prospects early in the sales cycle (only 26% go to winning the “bake-off”) - SBI
- 58% of a typical sales pipeline end in “no decision”
- 2-3 times annual sales is a typical company sales pipeline
- 24% longer sales cycle than 2 years ago (from 9 to 11 months) – risking smaller deals due to urgency to discount – SiriusDecisions
- 20% average discount, up to 75% or more in some cases – IDC
- 59% of sales reps meet their quota – down from 67% in last few years – Accenture (57% cited in Forbes, Sept. 2, 2018 by Shep Hyken)
- 10 months to bring new sales reps up to speed (onboarding) – CSO Insights
- 84% of customers report a buying journey taking longer than expected – Challenger, November 21, 2018

# Value Selling MetriX

## Sales

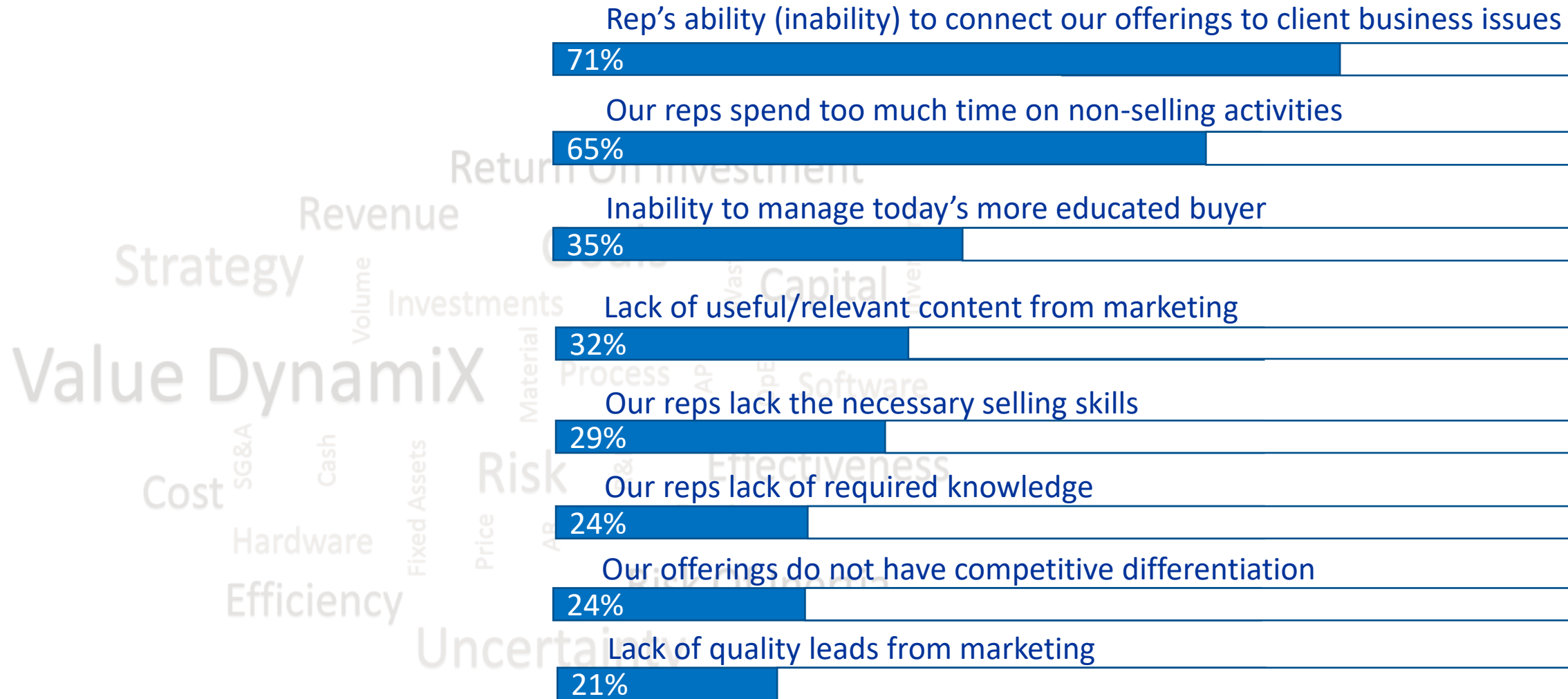
- 2-3 years to onboard new sales hires for complex B2B and high technology selling – Forrester
- \$3 Million additional revenue opportunities available for every \$1 Million in quota – Tom Pisello, Alinean
- 43% of enterprises involve at least 10 people in a purchase decision – IDC
- 43% increase to 8 people on average over last 3 years – IDC
- 10 stakeholders typical for \$500K deals and larger - ??
- 10% of spoken communication is remembered, 20% of visual communication is remembered, BUT 80% of combined spoken and visual is remembered! – California State University
- 67% of presenters were more persuasive with visual presentations (contrast before and after, storytelling to match brain patterns of storyteller and listener) vs. purely verbal – Wharton School of Business
- 26% of the Sales Force tailors their messaging to different buyers (says Sales Management) – from *Insight-Led Selling*
- 23% of the Sales Force understand their customer's financial performance (says Sales Management) – from *Insight-Led Selling*
- 10-20% of sellers have financial information – from *Insight-Led Selling*

# Value Selling MetriX

## Sales

- 74% of deals are won by the solution provider that helps set the buying agenda – Forrester
- 58% of B2B deals stall - SBI
- 88% of world-class sales organizations have management teams highly accountable for their sales teams' continuous improvement – MHI Global
- \$130K annually to support a single sales rep – Forrester
- 6-12 months to transition a product-led company to Value-Selling – Ninivaggi
- 1.5 times annual revenue in Value Gap revenue opportunities at stake – Alinean
- \$8.10 for every \$1 spent on value marketing and selling programs – IDC
- Vendors making significant impact on a buyer's business get a 31% higher share of wallet than other vendors – Gallup.com, 2017 (*Advise for B2B leaders.aspx*)

# Value Selling MetriX – Top Issues According To Sales Executives



Jim Ninivaggi, SiriusDecisions – research from top sales leaders

# Value Selling MetriX

## ROI/TCO Tools, Methods

- 15% visit-to-sale conversion rate with ROI tool, vs. 5% typical – Major Software Vendor
- 100% increase in qualified leads with ROI tool vs. all other web promotions combined – Major Software Vendor
- 340% increase in length of stay (17 minutes vs. 5 minutes) with ROI tool – Major Software Vendor
- 314% increase in average page views (22 page visits vs 7 page visits) with ROI tool – Major Software Vendor

# Value Selling MetriX – Success Story

## ShoreTel (IP phone systems and unified communications solutions) – Mark Arman, ShoreTel

- 50% of customers required quantifiable proof
- Using TCO tool and methodology: 30% of on-premise solution deals utilized the tool, resulting:
  - 50% lower cost for ShoreTel vs. market leader
  - 20-30% lower cost than other competitors
  - 10% = \$30 Million+ incremental revenue/year
  - 90% win rate vs. 62% without the tool
  - \$500K greater than market leader's price for many deals using the tool to show long term benefits vs. initial price
  - 66 of 70 deals closed with the tool – the other 4 were competitors that gave away free equipment