

Value based SELLING WITH TCO & ROI ADVISORS



Every company needs to tell a value story for their prospective buyers at every step in the **customer journey**. But too often vendors focus the conversation on **price and abstract benefits** leaving the buyer uncertain as to the exact financial payback for their purchase.



B2B BUYERS REQUIRE VALUE BASED ASSESSMENTS

In today's more frugal, risk averse environment, value selling is not a nice to have, but a requirement

70%

77% of B2B buyers conduct detailed ROI analysis before buying.
- DemandGen Report

59%

59% of 225 IT managers say ROI influenced their decision to pursue a project over the last year.
- www.opin.ca

42%

42% prefer value assessment tools. This preference is higher than case studies, white papers, demos, videos or blogs
- Gartner

66%

of buyers say making a clear ROI case highly influences their purchase decisions, however, only 16% of sellers are very effective at this.
(The Rain Group)



2/3rd

of buyers don't have the time, knowledge or tools needed to make business value assessments and calculations. (IDC)



95%

of B2B buyers now require financial justification on any significant purchase, now set at \$50,000 or more (IDC)



81%

of buyers expect vendors to quantify the value of proposed solutions and provide a formal business case proposal.



1/5

Only one in five buyers will ask for a business case. (IDC)



Importance of Business Value Assessment Tools

Which content do you prefer to receive from a vendor you are interested in purchasing a solution from? - Gartner



Top 3 types of content preferred by buyers

Case Studies **40%**

Thought Leadership Content **43%**

Value Assessment Tools **42%**

Value Assessment Tools were more important than Case Studies, White papers, recorded demos, video, e-books and blogs

VALUE BASED SELLING INCREASES SALES

51%

Harte Hanks, a marketing services organization, saw a **51%** click-through rate when it created a market intelligence calculator that tabulates the value of missed opportunities.



CONTENT
MARKETING
INSTITUTE™

INABILITY TO COMMUNICATE VALUE IS TOP INHIBITOR TO SALES

The number one inhibitor to achieving your sales quota is the inability to communicate value messages, followed closely by an information gap, and then by having too many products to know.

Top Inhibitors to Achieving Sales Quotas (Sirius Solutions)



75%

Want sellers to show how their products and services drive business value outcomes.

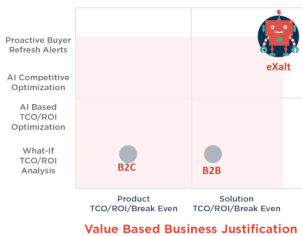
FORRESTER®

HOW KNOWLEDGE BOTS OPTIMIZE & COMMUNICATE VALUE DIFFERENTLY

Knowledge Bots take value-based marketing to the next level by

- Empowering buyers to do "what-if" analysis and help identify the most profitable solutions
- Recommending and identifying optimal solutions.
- Helping Sellers identify opportunities they are most likely to win by stacking up competitive TCO/ROI Scores
- Proactively notifying buyers when it is time to refresh and retire previously purchased solutions.

TCO/ROI Optimization



eXalt Solutions provides a patented Knowledge Work as a Service (KWaaS)™ cloud platform that gives enterprises the ability to scale more profitably from sales through delivery. By leveraging eXalt AI Knowledge Bots as co-workers, B2B enterprises can boost customer experience and accelerate processes without the need for programming or additional IT support. eXalt's philosophy is Better Together, with humans and AI Knowledge Bots producing more, at a higher level of quality, as a team.



www.exaltsolutions.com