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An overhead view of a group of people sitting around a wooden conference table. They are engaged in a meeting, with laptops, tablets, and notebooks open. The scene is dimly lit, with a soft green tint overlaid on the image.

# ROI MODELS HELP DRIVE THE BUYER'S JOURNEY

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**ValueCore**

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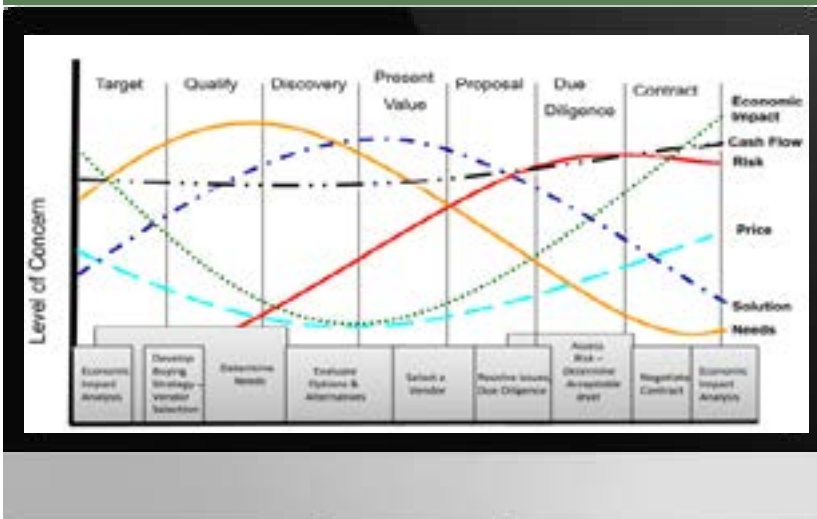
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B2B Buyers are realigning the issues and concerns that influence their strategic buying decisions. Price, for example, is less of an issue at decision time than it was in the past. The focus has shifted to total financial impact across a range of strategic and tactical metrics. While price, of course, remains significant, it must fit into a broader model with measurable positive impacts on C-suite financial metrics.

The term "strategic" is very important because B2B buying decisions of any size are now evaluated in the context of overall corporate strategic plans. This is the primary reason decisions have moved from the shop floor to the top floor or C-Suite. (More on this in a moment.)

Attention understandably shifts to  
 What it takes to get it done?  
 What are the broader impacts?  
 What are the risks of failure?

The diagram illustrates how risk, economic impact, and cash flow have risen to the top at crunch time - the end of the cycle when the C-suite makes the final decision whether to buy or not buy



### Significant shifts in buyer behaviors

On the graph above, you'll notice that all three rank above the traditional buying concerns of needs, solutions, and prices at the process's crucial end stages. This represents a significant shift from past mindsets and practices. Increased focus on financial impact, cash flow, and risk management do not mean that price, solution, and needs have become unimportant.

As the diagram shows, buyers are very interested in price, needs, and solutions at the outset, and their needs and proposed solutions peak during the Presentation stage. But then, if the sales team has done its job, buyers become comfortable with the idea that solutions exist for their needs.

## How will this impact our financial statements and other market performance metrics?



### FINANCIAL IMPLICATIONS

The financial impact is a crucial component of the buying process. The C-Suite is scrutinizing every purchase request, asking, "How will this impact our financial statements and other market performance metrics?"

Suppose they can't clearly see how the purchase positively affects the Balance Sheet and Income Statement. In that case, it's unlikely to get approved.

The problem lies in the fact that many sellers have failed to recognize the shift in buyer concerns. They have not adjusted their sales tools and processes to get out in front of those concerns. In other words, cash flow, risk, and financial impact are too often missing from the sales professional's process. In the past, it really didn't matter. Today, it's critical.



### IMPLEMENTING THE RIGHT TOOLS & RESOURCES

B2B sales professionals have adopted some process changes to become more familiar with the buyer, using tools like Social Media, D&B, LinkedIn, InsideView, or ZoomInfo. They have also adopted ROI calculators and presentation tools in an attempt to address financial impact, along with increasingly flashy proposal formats to impress the buyer.

Today, too many B2B sales professionals fail to address shifting buyer concerns by gathering data and presenting Economic Impact Studies at the beginning of a sale. Risk mitigation does not get the attention it needs throughout the buyer's process. Sales teams lack the wherewithal to intelligently discuss cash flow and its impact on the corporation's goals.

Remember these three lines on the diagram all end up above the three traditional lines of needs, price, and solution. Sellers will need to make adjustments to overcome financial impact, cash flow, and risk concerns.





ValueCore empowers sales and marketing organizations to present compelling value propositions to prospects and customers. We make it easy for professionals to collaborate in a dynamic fashion with buyers around the value of their solutions.

**Schedule an ROI audit or for more information**  
**visit our website at [www.Valuecore.ai](http://www.Valuecore.ai).**



Michael Nick is Vice President of Growth and Strategy for ValueCore. He has published several bestselling books, including ROI Selling (©2008 Dearborn), Why Johnny Can't Sell (©2011 Kaplan), Amazon's top 10 Business book, The Key to the C-Suite (©2013 AMACOM).

Michael has been mentioned and published in Selling Power, The Huffington Post, Sales & Marketing Magazine, and featured in Top Sales World magazine. Michael was named for four straight years in a row as a top 50 "Most Influential" people in sales and marketing in the world by TSW. In addition, Michael ranks in the top 50 top sales gurus from Sales Guru.