

ISSUE

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What Buyers Now Want From Sellers

The Case for Buyer-Focused Selling

by Peter Strohkorb

Based on 25+ years of sales industry experience.



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Selling Is Hard, and Getting Harder.

Did You Know...?

3 Out of 4 Buyer Choices Are **NOT To Buy from You!**

Every day, they can make any of these 4 Choices:

1. **They buy nothing at all** (often because they don't see it as a priority).
2. **They do it themselves** (they think they can do it better or cheaper).
3. **They buy from someone else** (often due to their superior value proposition).
4. **They buy from YOU** (because they perceive you as the best).

**So: What is the best way
to get today's Buyers to buy from YOU?**

1. Are You Still Using This Old Selling Model?



The truth is you probably are still using it right now. And you're probably OK with that.

After all, it's the same traditional sales funnel that everyone else is using, too.

Millions of businesses rely on its fixed sales stages every day to measure and drive progress through their selling stages.

What's more, millions of CRM systems are programmed to use these selling stages to measure and report on sales pipelines and forecasts.

So, what could be wrong with using the same system that everyone else is using?

If everyone is using it, it must be a good sales model, right?

Wrong!

**Millions of businesses are now being let down
by their traditional sales funnel.**

Yes, that's right. Businesses all over the world are now finding it harder than ever before to reach their ideal customers and to achieve their sales objectives.

**There is a reason why the traditional sales funnel
is no longer effective...**

2. Why Is The Common Sales Funnel No Longer Effective?



Frankly: It's because it is as outdated as the family car above.

Did you know that the common Sales Funnel, THE standard selling model still in use in businesses all over the world today, was originally invented back in 1898? Yes, that's right, more than 120 years ago.

Indeed, it was invented around the same time as the first automobiles. Way before the internet, at a time when all the information was in the hands of the Sellers, and none was in the hands of Buyers.

**But the biggest problem is this:
The old sales funnel is not about Buyers. It is Seller-centric!**

3. So What's Wrong with A Seller-Centric Selling Model?



Answer: Just about everything.

Think about it: How much do you enjoy being constantly ambushed with unsolicited sales pitches, be it via email, phone, online or social media? Right. You don't.

A Seller-centric sales model is one that leads your reps to start their prospect engagements by talking about whatever it is they're selling. It forces you reps to focus on their products and on their services, on their sales pipeline and on their quotas. They are all inward-focused criteria.

But your Buyers don't want that.

Buyers no longer tolerate your traditional selling practices.

Buyers have changed their expectations:

1. Buyers now hate being ambushed with unsolicited sales pitches.
2. Buyers are fed up with pushy sales tactics by quota-obsessed sellers.
3. Buyers no longer tolerate being manipulated with cheesy sales tactics and tacky objection handling techniques into making a buying decision.

Buyers now want to be treated like valued Customers.



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The 7 Typical Experiences that Customers Now Expect

1. "Make me feel like I am in charge"
2. "Keep your promises"
3. "Don't give me problems"
4. "Show that you care"
5. "Be equitable"
6. "Be clear, no sneaky tricks, no surprises"
7. "Be quick to act or react"

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In other words:

Buyers now want Sellers to be Buyer-Focused.

4. How Do You Make Your Selling More Buyer-Focused?



Answer:

You implement a Buyer-Focused Selling Strategy.

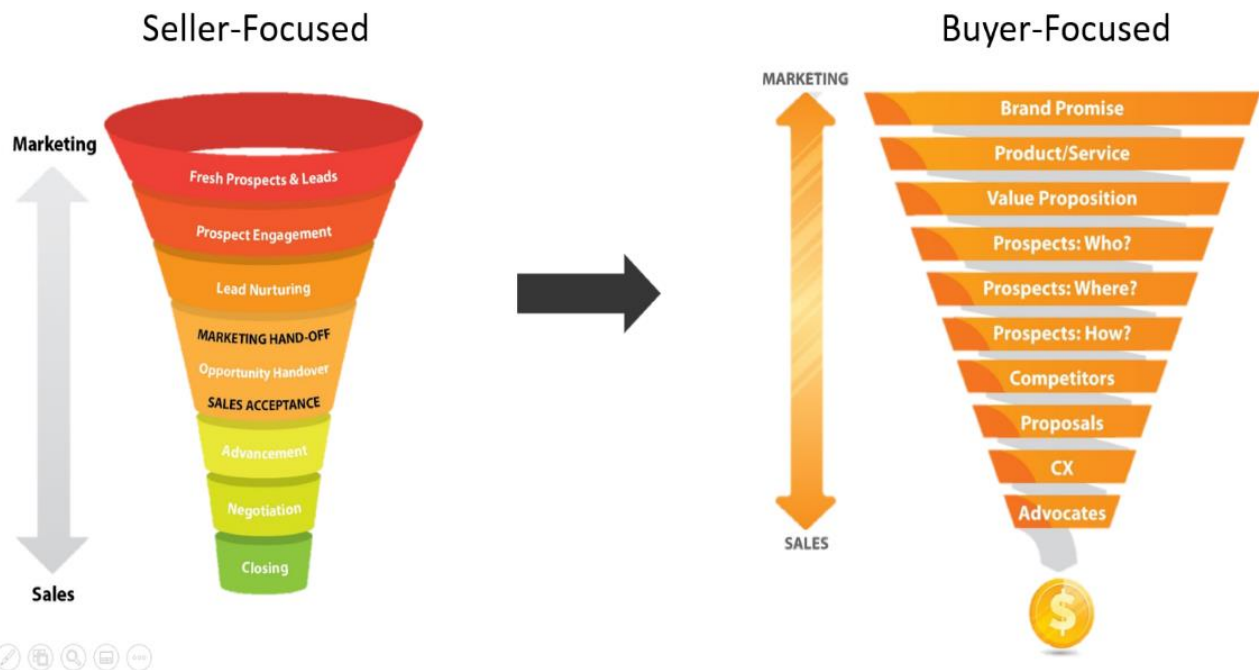
Here's how:

1. You stop your Sellers focusing on your products and services.
2. You have them focus on your Buyers, and on their needs, instead.

In Other Words:

**You advance from
Product-Focused Selling to Buyer-Focused Selling.**

5. OK, Where Do I Start?



Take two Steps:

1. [Schedule a complimentary Funnel Mapping Session with Peter Strohkorb personally.](#) Discover where your sales funnel is at right now and learn how you can upgrade your sales practices from here.
2. [Take this free Buyer-Focused Sales Funnel Assessment.](#) It will only take five minutes, but it will make your Funnel Mapping Session more tangible. Bring your assessment results to the call with Peter.



Thank You.

Thank you for reading this document.



I hope it informed and inspired your thinking on modern buyer-focused sales practices.

Go ahead and [book that free call](#) with me now.

I look forward to discussing your sales and how, together, we can grow your revenues.

Here's to your renewed selling success!

A handwritten signature in black ink that reads "P. Strohkorb". The signature is fluid and cursive, with a long horizontal line extending to the right.

Peter Strohkorb

About Peter Strohkorb Sales Advisory



[Peter Strohkorb](#) is the Founder and Principal of Peter [Strohkorb Sales Advisory](#), the international Sales Process Design & Implementation Specialists with a growing list of clients in the b2b services and tech space in the USA, in Australia, and in the UK.

Our motto is "*Sell Smarter, Not Harder*", and that is exactly what we deliver to our clients in the Tech and B2B Services sectors.

Since 2011, we have been delivering certainty and growth to many businesses just like yours.

Contact us now.

There has never been a better time to embrace Buyer-Focused Selling.

Contact

[Contact Us](#) to solve your modern sales challenges and to explore your new revenue opportunities.

Phone Australia: +61 (0)411 865 301

Phone USA: +1 628-266-0787

Email: pstrohkorb@peterstrohkorb.com/

Website: peterstrohkorb.com