

Your buyers are changing. Are you challenged by it – or are you **taking advantage** of it?

A conversation guide for an open discussion with your team.

Purpose of this guide: To provide high-level assessment of how your current go-to-market aligns with your changing buyers' behaviors and needs.



	Yes	No	Sometimes
Are we struggling to get our buyers' time and attention?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are we finding yourself consistently competing on price?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are we dealing with extending sales cycles – often leading to no decision?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are we having difficulty driving expansion or securing retention?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Let's talk about how we are spending time to understand the four key areas:

Establishing relevance, helping set the buying agenda

- Helping our buyers think about and anticipate their needs?
- Providing points of view on how to solve for current and emerging challenges and opportunities?
- Helping our buyers understand the value at stake and/or risk of inaction?



Influencing, supporting and facilitating the success of the buyer's journey

- Providing content, tools, support etc. to our buyers when and where they need it to make sure that their buying journey is successful? (beyond the purchase)
- Clearly understanding who and what we are competing against – including other priorities, doing nothing?
- Helping our buyers understand our differentiation in a clear and compelling way?
- Understanding and appealing to the diverse needs and priorities of our buyers' buying teams?
- Helping our buyers create a compelling case to act?

Ensuring buyer's realization of outcomes and value

- Helping prepare our buyers to realize expected outcomes?
- Working with our buyers to measure and manage their success?
- Helping our buyers turn measurable success into opportunities to drive additional value?

Driving internal and external alignment

- Managing the alignment of sales, marketing, solution development and customer success to best support the above?
- Monitoring and anticipating ongoing changes in our buyers' buying behaviors?
- Adapting to ensure ongoing internal and external alignment to support our buyers?
- Measuring our effectiveness?

How did your conversation go? What did you find out?
Visit us at www.c2impact.com to find out more about how you can make impact happen.