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10 TYPICAL MISTAKES IN COMPLEX B2B SALES

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1

Lack of ambition to make the collaboration a unique, clearly differentiating experience for the customer.

Selling is done in a way usual in the industry, without taking the opportunity to turn the sales process into a real USP.



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2

The focus of the sales people is too often exclusively on excellent solution development.

Essential sales process steps (e.g., penetration of the buying center) are often neglected.



3

Projects are processed on the basis of technical feasibility (especially tenders) and not based on a valid sales analysis of the order probability!

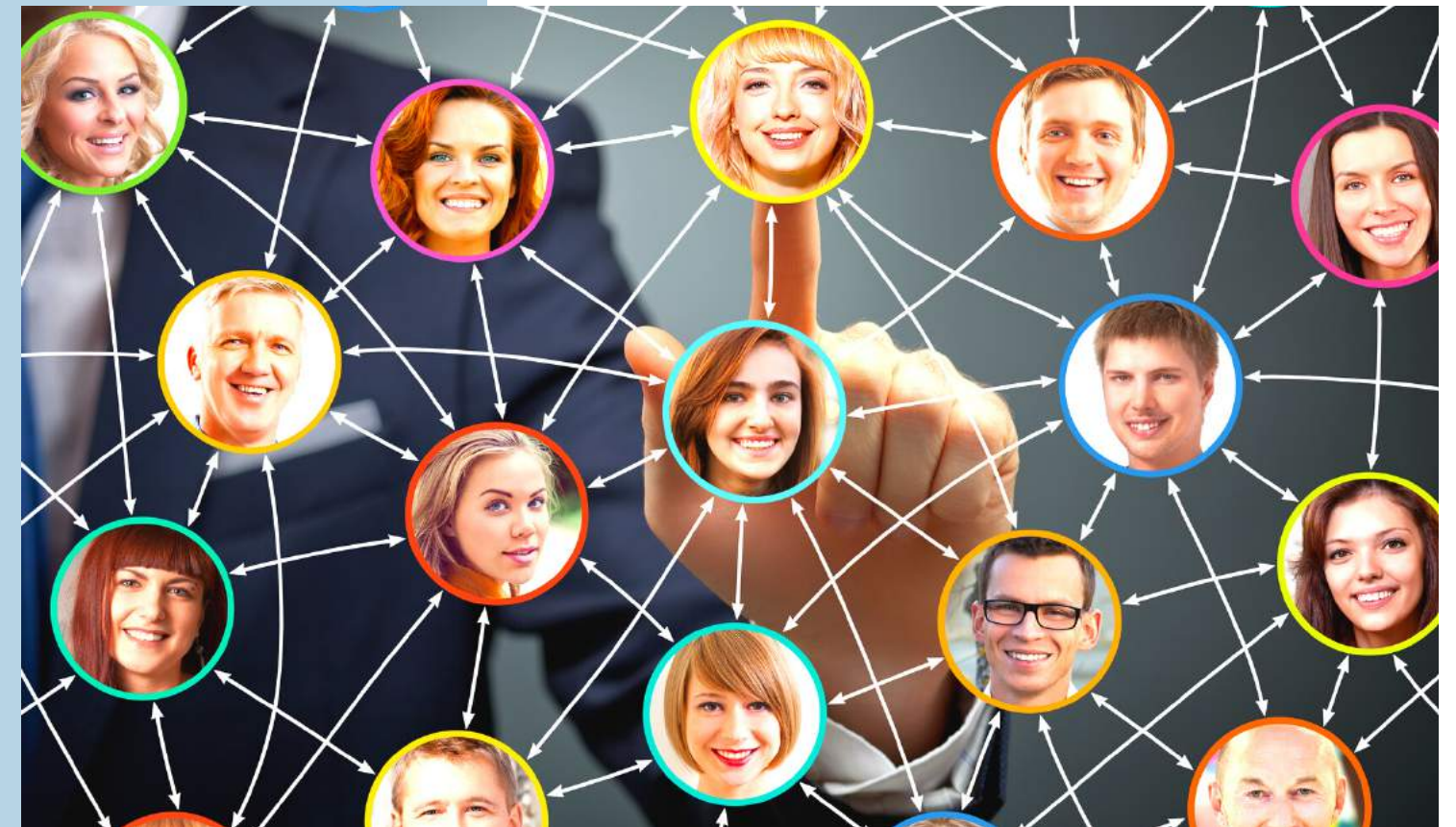
This leads to the famous "dead horses" (sales projects lacking a real chance of being put on order).



4

Interaction takes place only with the known customer contacts.

Networking and exchanging with all important contacts who contribute to the customer's internal decision-making process, and thus penetration of the buying center, is missing.



5

This lack of penetration of the buying center leads to generalizations of statements made by individual contact persons for the entire customer.

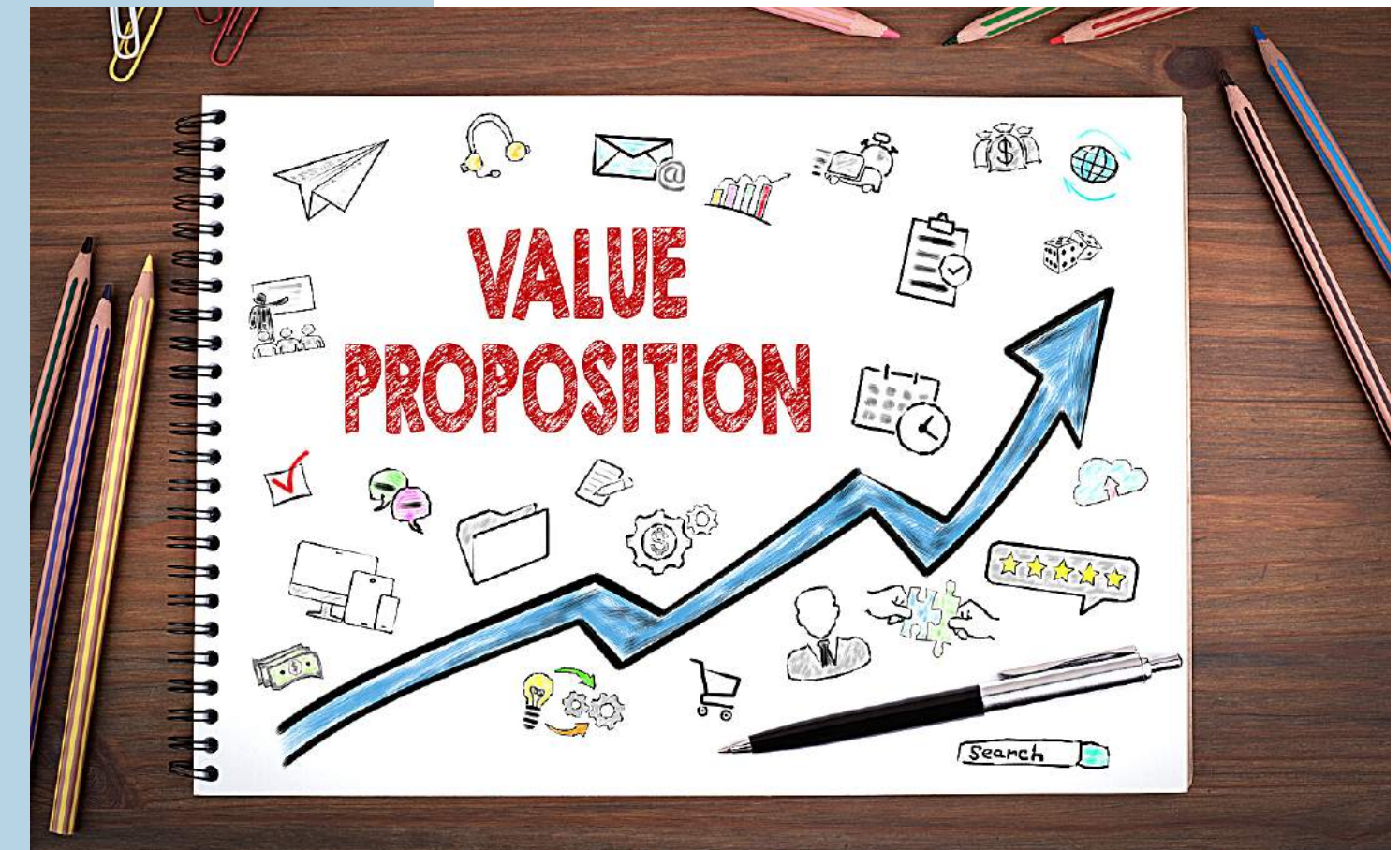
However, we know from practice that production and logistics, for example, have very different requirements and opinions about solutions that must be taken into account within the sales process.



6

The value propositions that are presented to the customer are general value-added statements that lack the adaptation to individual customer contacts.

The question "What is the added value for the individual person in his/her specific role?" is neglected.



7

A lack of a common sales methodology prevents successful team selling.

Even simple questions, such as what a decision-maker is, are often evaluated very differently by the individual sales employees.



8

The level of self-reflection is too low, both in the organization and on a personal level.

This is evident in the absence of good sales reviews and coachings.



9

Too little emphasis is placed on establishing emotional proximity to the customer.

First and foremost, the customer is offered a technocratically proper solution.



10

Listening is done with the intention of giving a clever answer and not to really perceive and understand the customer and his needs.

This is often combined with a high speaking rate.





In the upcoming weeks, we will go into more detail on each of the points mentioned and will present possible solutions.

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