

Sellers are from Mars Buyers are from Venus

things I wish I had known 15 years ago

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The Premise

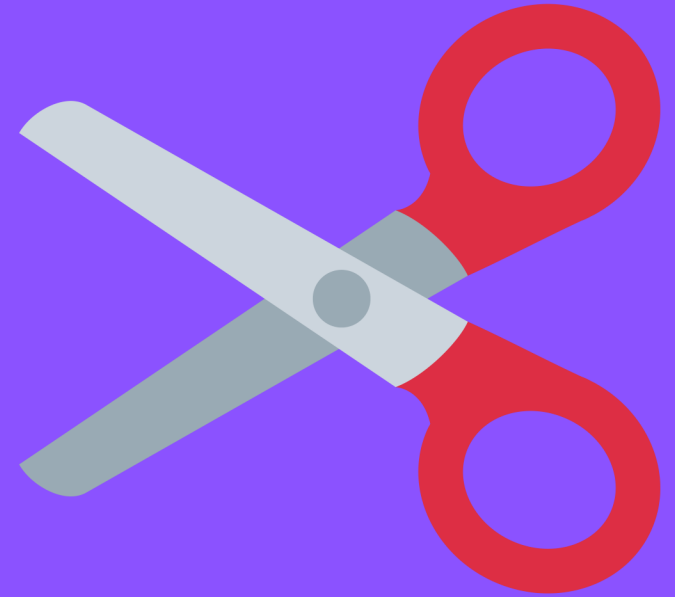
I've been involved in **revenue generation** roles in B2B tech companies since 2005.

Since 2017 though, I've advised & helped companies strategize about & **purchase or build technology**.

In this latter phase, I've been at the receiving end of sales activities from prospecting to demos & closing tactics.

Here's a **small snapshot** of what I wish I knew when I started my sales career ...

1 - Brevity is King



Yes.

Cut everything out of your communication that isn't about the prospect or client

or

expressed in their language.



2 - Preparation is also King

Every interaction's success starts well before it's actually conducted.

Before every meeting or demo, list down what you need to know in order for it to be a (well-defined) success.

Whichever of those points are **unknown**, go and find those answers.

e.g. knowing which **stakeholders** will show up in a meeting is only the start. Knowing what they care about most and **why** they all took that meeting will give you the required **insights** to deliver what they need and also be able to **expand your reach** within the organization.



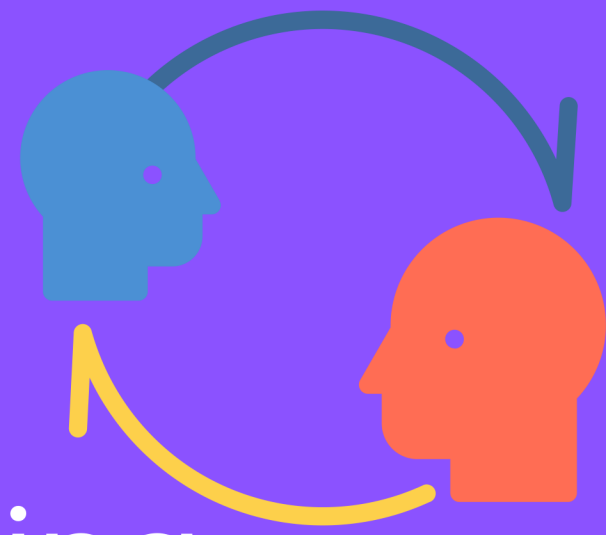
3 - No One Got Fired for Buying ...

We've all made fun of this tagline for long enough but it still rings true for your prospects.

What's the **risk appetite** for your buyer? What's the buyer org's tolerance for failure?

If you're selling "innovation", then **risk mitigation** needs to be part of your proposition.

e.g. think of the **full lifecycle** of your offering going beyond the purchase. What about deployment, integration, change management, tech obsolescence, retirement & other risks? Look for **insights** from your **existing clients** & bring them to the forefront.



4 - Context is Everything

The quickest way to lose someone's interest is to talk about yourself rather than them.

You do need to **guide** the conversation by talking about what you do - so do it by **contextualizing** it for them.

e.g. in **Demos**, rather than talk about features as isolated tools, express them in the context of how they will use & benefit from it. **Use cases!**

5 - You're Unique - Like Everyone Else



A seller is usually in no position to make any statement about their **offering's uniqueness**.

More often than not, all that they know about their competition is from their own **internal sales readiness deck**.

And there's bound to be some **bias** there.

Your uniqueness, for the most part, comes from the way you **interact** with the prospect.

Differentiate on the basis of the experience you deliver!

6 - Being Ghosted



It happens to everyone and usually it has nothing to do with you or your company.

Top reasons why I've ghosted sellers: 

1. No **internal clarity** on the next steps
2. Bringing required **stakeholders** onboard is taking time.
3. There's nothing that the seller can add at that stage and despite being told that, they continue to follow-up with **no value** to offer. Patience!
4. Their email got **buried** under more important & urgent ones.

Takeaway: delivering value should be an ongoing activity. Don't take being ghosted personally and be "human" in your follow-ups to understand why

Further Reading

<https://intely.tech/2022/10/19/tales-from-the-other-side-a-buyers-perspective/>

Questions & Feedback

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