



**The New Reality:
Buyer 2.0**
and the Changing
Information Landscape

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90 Years
1926-2016

■ **Customers are Changing....**

Are you?





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What is Changing Exactly...

The Challenge Buyer 2.0

Relies heavily on search engines and social media when making any purchasing decisions.

B2B

81%
use
communities
and blogs

74%
use LinkedIn

42%
use Twitter

Source: Forrester, July 2013

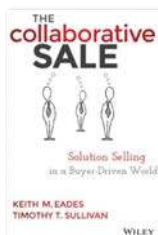


I use social media in many ways to help me make a purchase decision.

- Read blogs, watch videos, etc.
- Comment, post ratings and reviews
- Publish posts and upload visual media
- Network with peers
- Connect with vendors in LinkedIn Groups
- Consume content
- Retweet content
- Post content
- Look for support (e.g., ask a question)



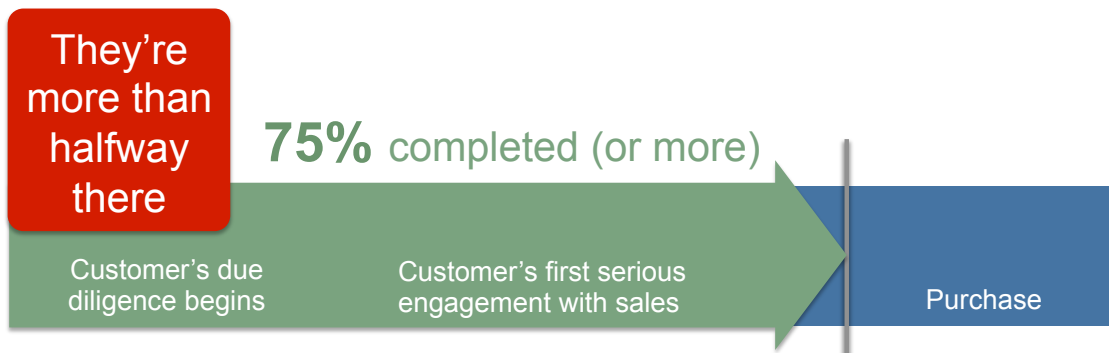
Who Did We Speak with and Research?



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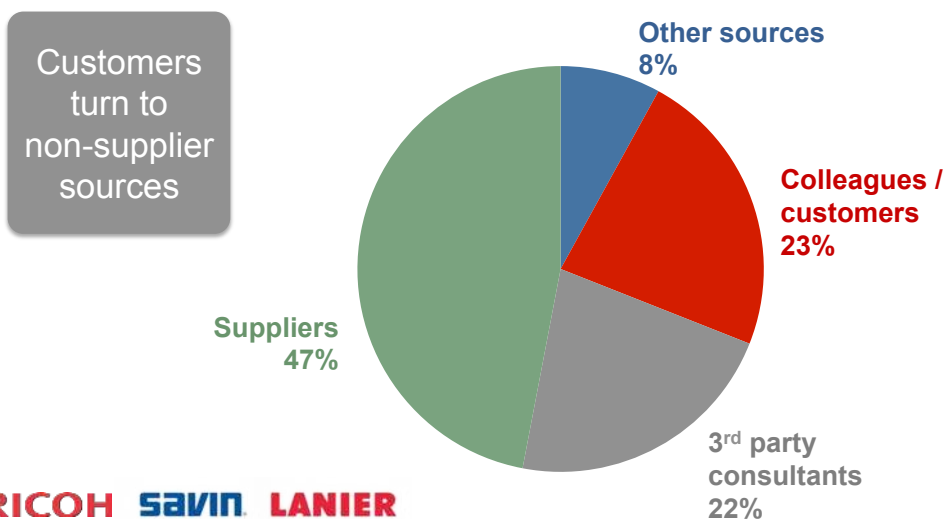
■ By the Time We Get in the Door...



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■ Purchase Decision Making



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■ Sales Growth – No Longer Predictable

60% of buyers use 9+ means to research product purchases

IDC

50% of sales teams achieve quota
DemandCon

DemandCon

3% of sales interactions are considered worthwhile

Forrester

Forrester

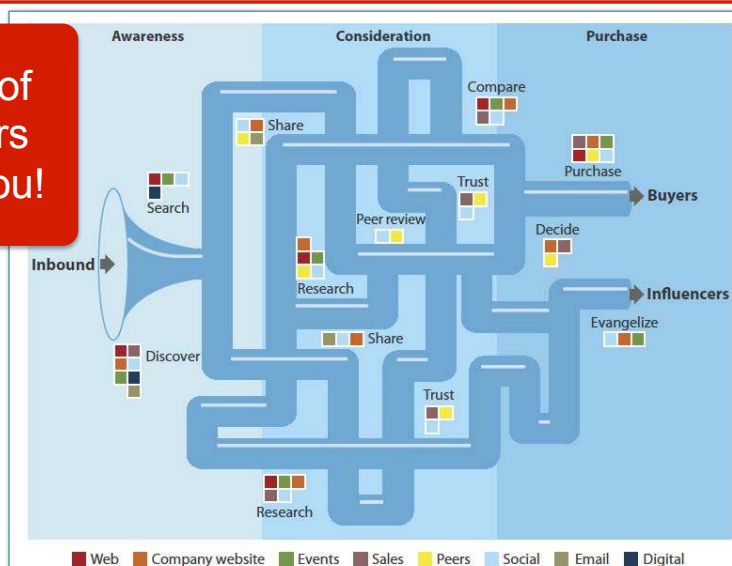
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■ If You're Lucky...

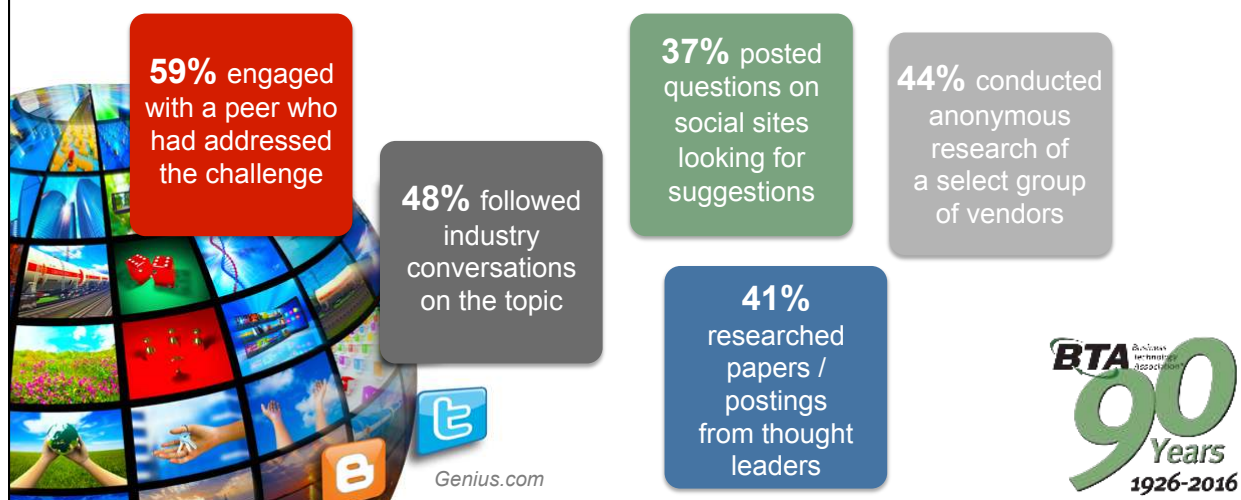
80% of buyers find you!



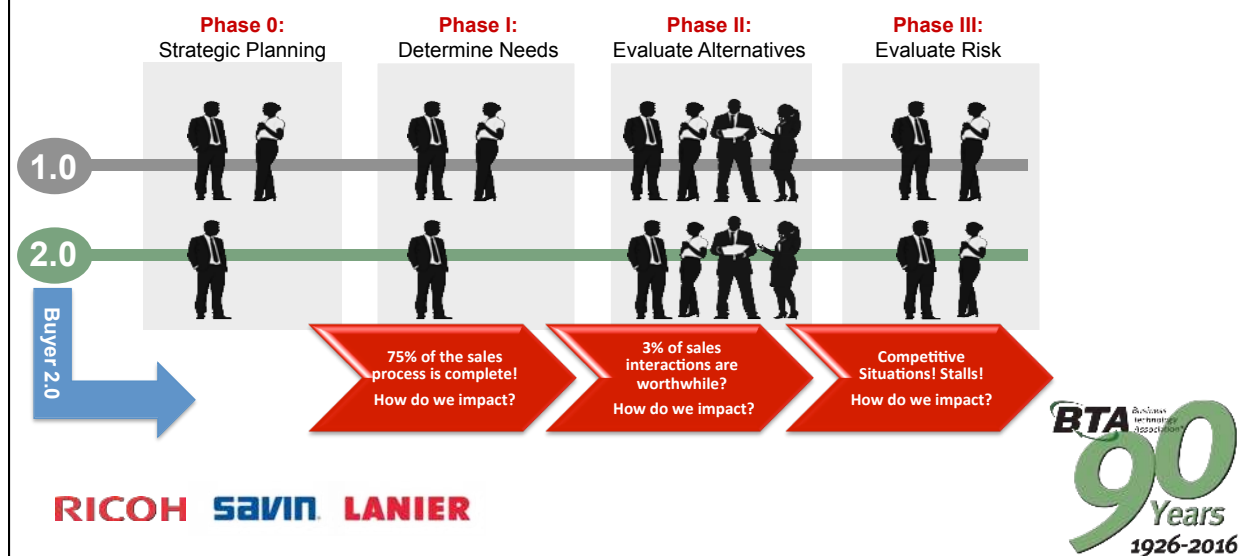
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Where They Go For Information

Buyer 2.0 starts journey on social Media and with peer connections



This Changes the Sales Process



Buyer Access Checklist

What is the buyer thinking?



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- What business problems are you going to help me solve?
- How are you an expert to help me solve that problem?
- How do you help me manage all of the risks of executing the project?
- Do you have a better way to address the problem?
- How credible are you?
- What impact have you had with others?

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3 Toolkits

Do you blog or use Twitter?



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Micro-marketer

- Create a web presence about who you are as a company
- LinkedIn #1 searched site by our customers
- Share 'thought leadership' papers



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3 Toolkits

Leading with
the business
problem



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Situational Influencer

- Become fluent in vertical and horizontal selling
- Know your competitors, not just hardware
- Continue education regardless of your level



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3 Toolkits

What is your
differentiator
in the
market?



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Risk Manager

- Case studies
- Showing that you have done it before
- Do you have a leadership position in the market?



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Buyer 2.0 and Your Dealership

Dealership

Marketing

Your marketing campaigns need to reach the Buyer 2.0 where they are going for information

- Social
- Web
- Email

Your marketing content needs to speak to the Buyer 2.0 about the things that are most critical to them

- Business impact
- Relevant to their needs
- Key trends keeping them up at night

Sales

The role of sales has changed ...

(Micro Marketer, Situational Fluency, Risk Manager)

- Invest in education
- Provide know-how to align sales approach to each phase of the buyer's journey
- Provide tools and content to progress the buyer through each phase of their unique buyer journey

Sales must understand the new Buyer 2.0

- Prepare and prospect using the "Buyer Access Checklist"

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Next
Steps

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