

The New Reality: Buyer 2.0 and the Changing Information Landscape

Chris Glover – Channel Manager

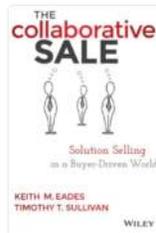


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Customers Are Changing. Are you?

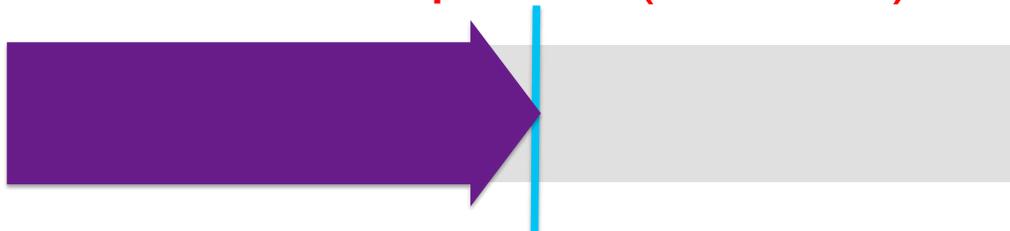


Who did we speak with and research?



By the time we get in the door, they're more than halfway there.

57% Completed (or more)



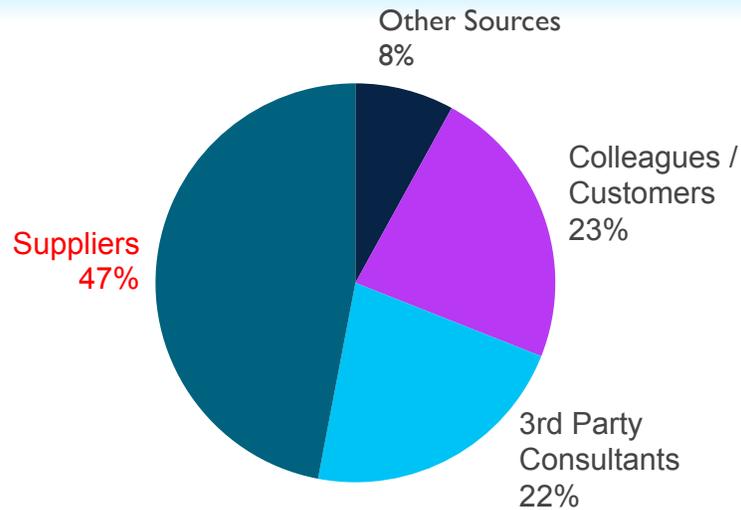
Customer Due Diligence Begins

Customer's 1st Serious Engagement with Sales

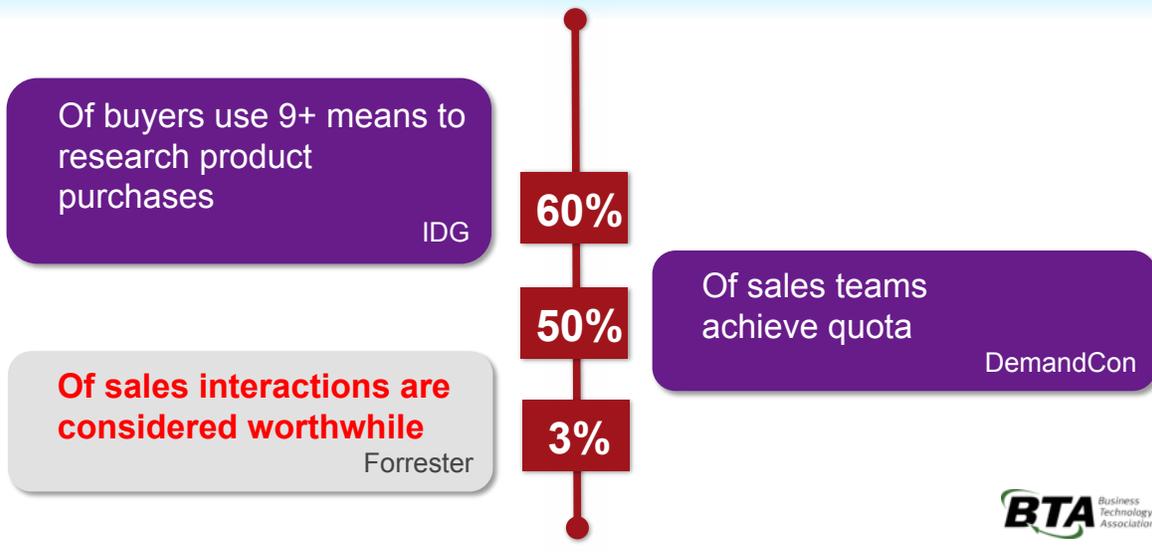
Purchase



Customers Turn to Non-supplier Sources to Guide Purchase Decision Making



Sales Growth – No Longer Predictable





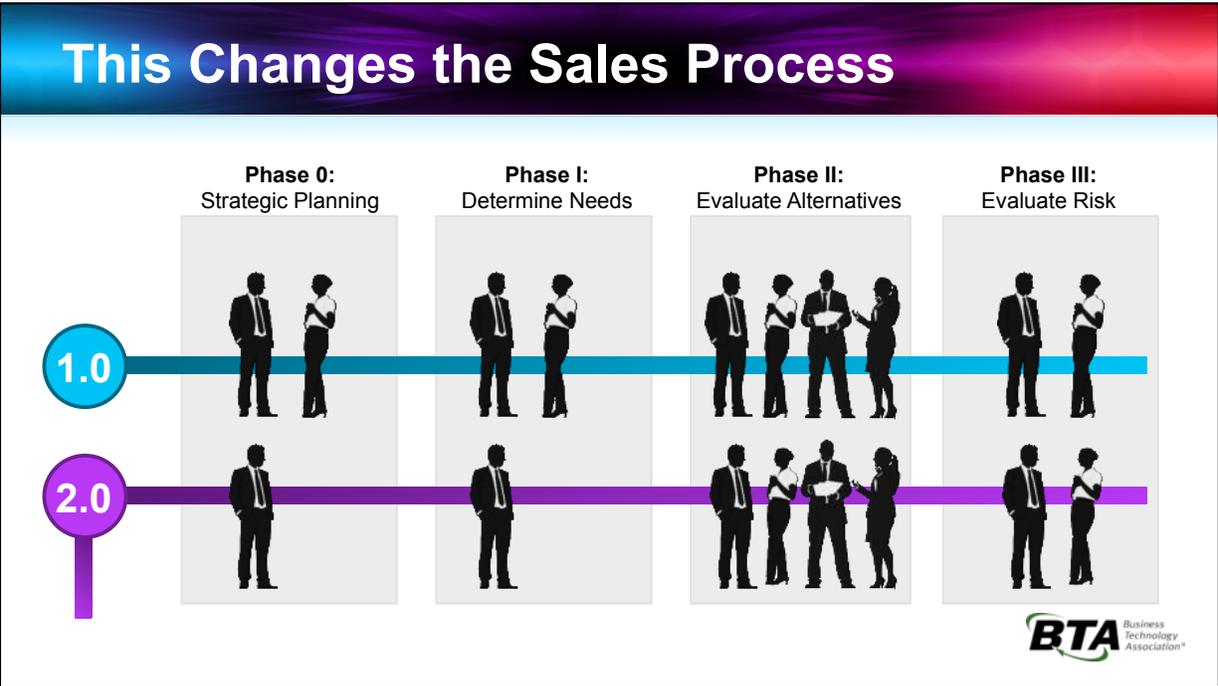
Where They Go For Information

Buyer 2.0 Starts their Journey on Social Media and with Peer Connections



- 59% engaged with a peer who had addressed the challenge
- 48% followed industry conversations on the topic
- 37% posted questions on social networking sites looking for suggestions / feedback
- 20% connected directly with potential solution providers via social networking channels
- 44% conducted anonymous research of a select group of vendors
- 41% researched papers / postings from thought leaders

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Buyer Access Checklist – What is the buyer thinking?

- 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

Micro-marketer

- Create a web presence about who you are as a company
- **LinkedIn #1 searched site by our customers**
- Share Thought Leadership papers
- **Do you blog or use Twitter?**



3 Toolkits

Situational Influencer

- Become fluent in vertical and horizontal selling
- **Know your competitors, not just hardware**
- Leading with the business problem
- **Continue education regardless of your level**



3 Toolkits

Risk Manager

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



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"

Next Steps



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