

# Gartner for Sales

Unlocking Customer Confidence

**To what degree is your  
customers' struggle to buy  
impacting your company's  
ability to grow?**

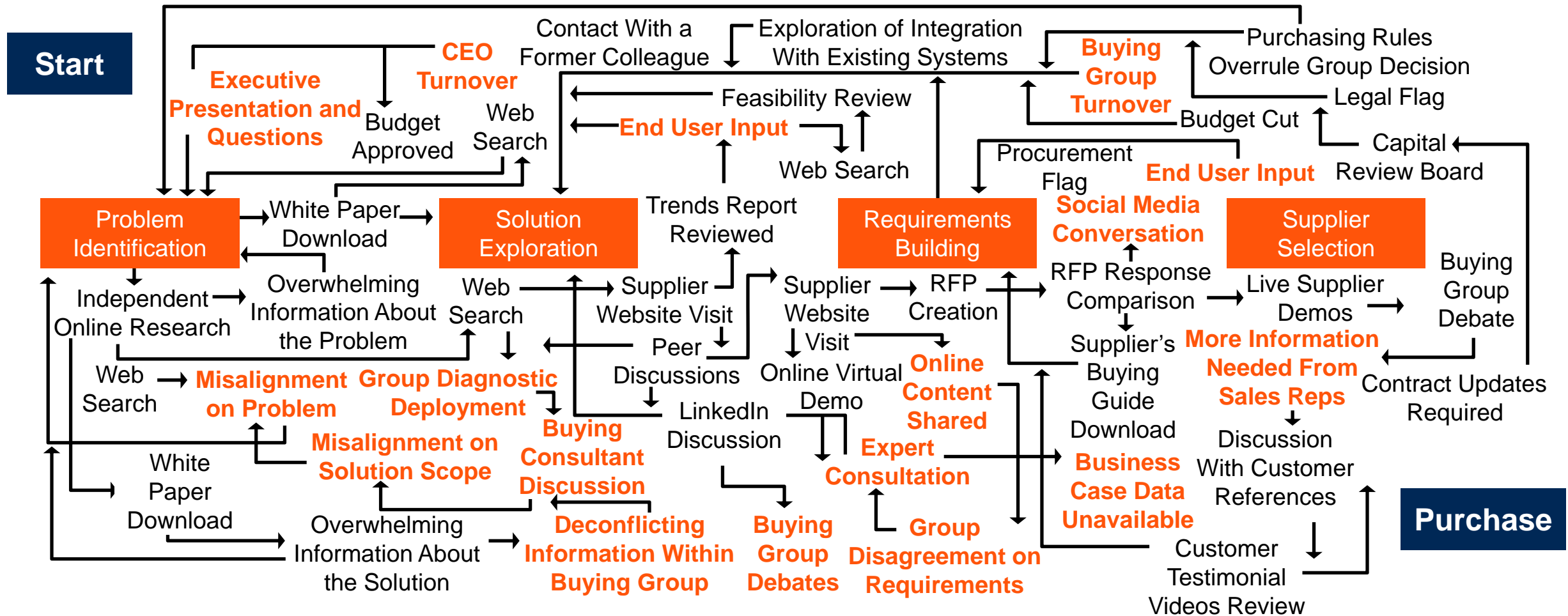
# The buying effort is complex

More than 72% of respondents in a recent Gartner survey felt that the buying effort is complex, and indeed it is. The buying journey is complicated by the numerous sources of information that consumers receive from multiple channels. All this data is turning what was once a straightforward buying process into a mess.



# A Long, Hard Slog

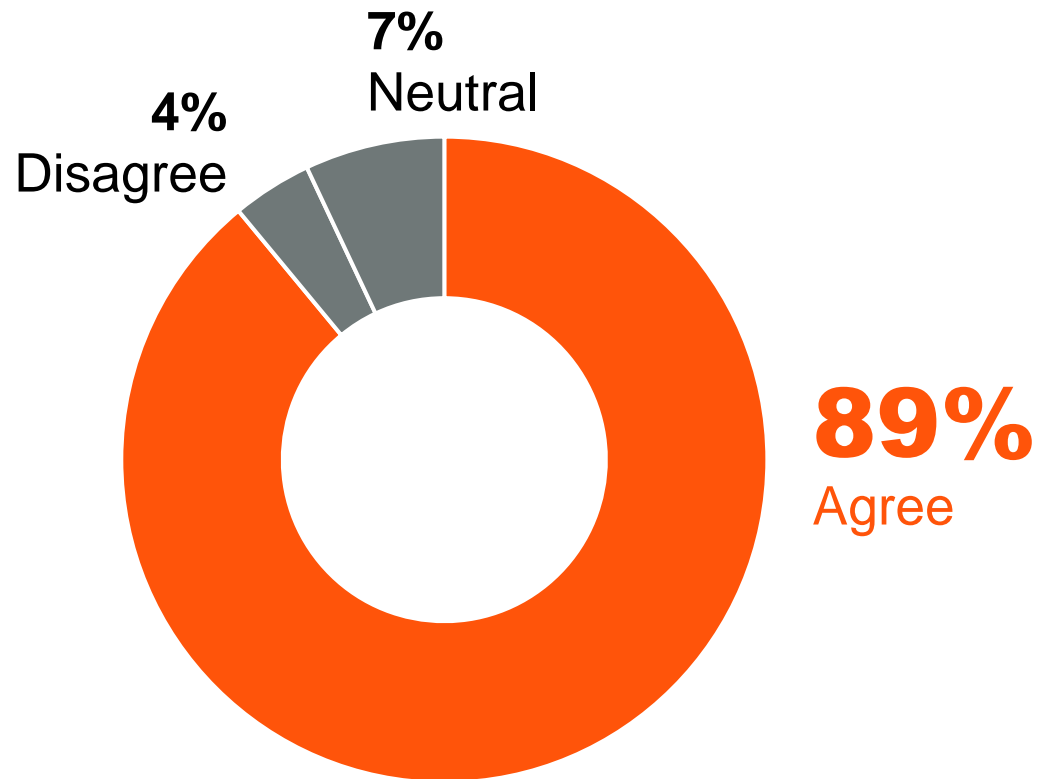
## Illustrative B2B Buying Journey



**According to Gartner research, two-thirds of the B2B buying journey is spent gathering, processing and deconflicting information.**

# So Much Quality Information

“The information we encountered as part of this purchase was generally of high quality.”

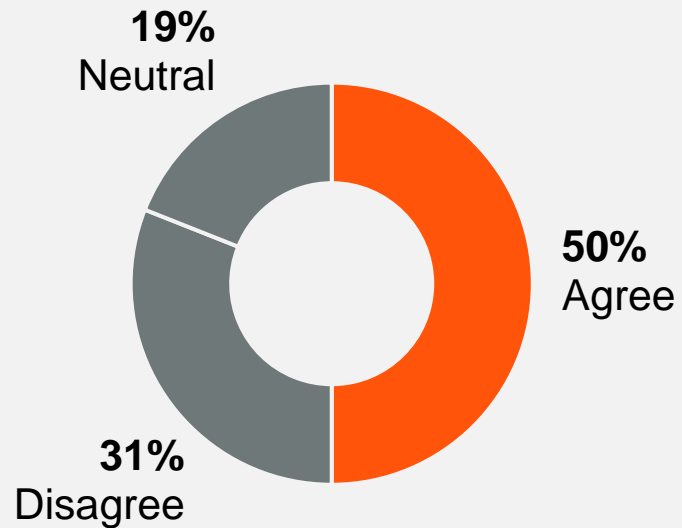


n = 1,174 B2B Buyers

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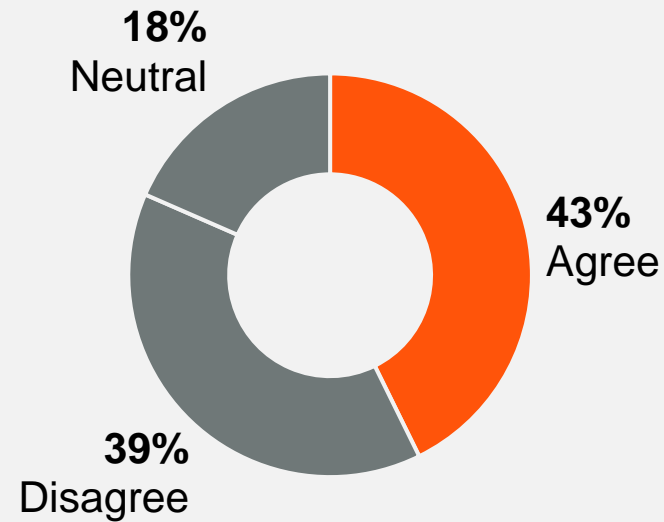
# The Problem With Too Much Information

## Amount of Trustworthy Information Was Overwhelming



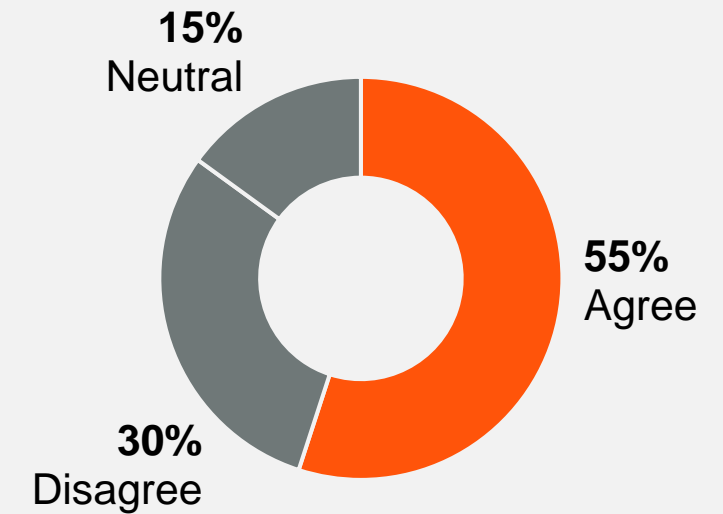
n = 1,174 B2B Buyers

## Supplier Information Was Trustworthy but Contradictory



n = 1,174 B2B Buyers

## Making Informed Trade-Offs Between Vendors Was Difficult



n = 1,174 B2B Buyers

# Sellers must provide more

Given that there is no shortage of high-quality information, sellers must provide more. They must deliver value by helping customers make sense of information and move forward through the buying process.



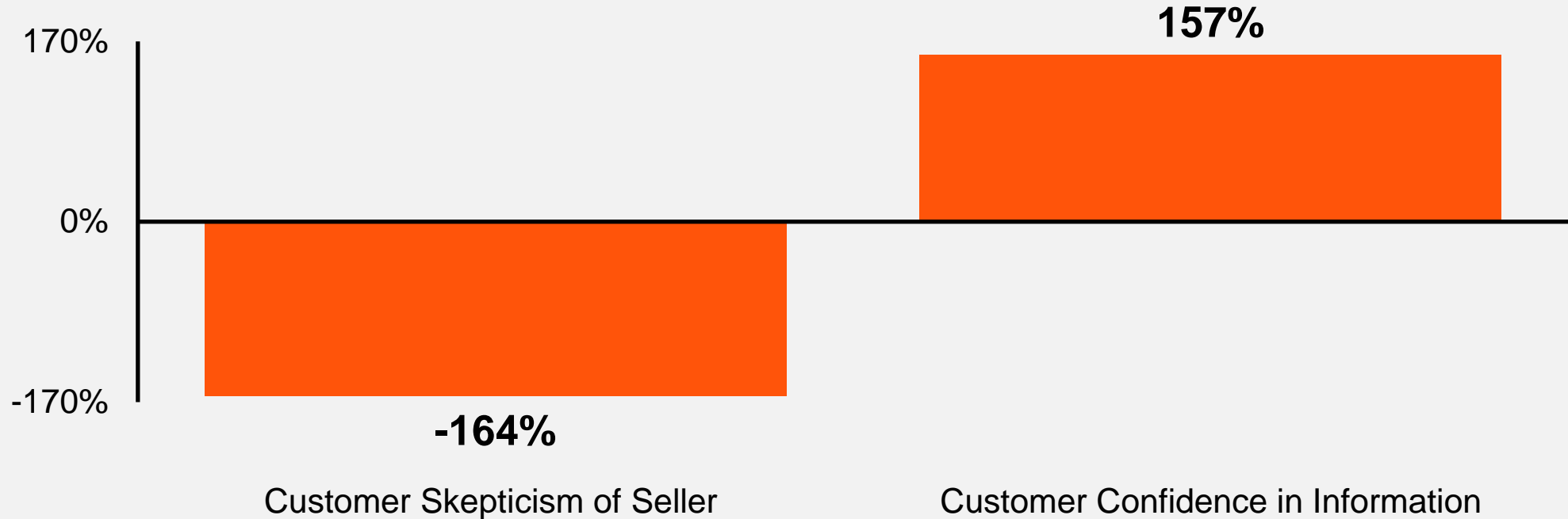


# Confidence Matters

The volume of high-quality information available to buyers is eroding confidence and trustworthiness in vendors, thus decreasing the ability to close high-quality, low-regret deals.

## Impact on Closing a High-Quality, Low-Regret Deal

Logistic Regression



n = 1,174 B2B buyers

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**Vendors that can help buyers make sense of the information and ease the purchase process will be rewarded with customer confidence.**

# What Is Customer Confidence?

Confidence that we:



**Determined the  
right questions to  
consider**



**Identified which  
information  
matters most**



**Anticipated any  
necessary  
changes**



**Are making the  
right choice**

**Are you solving for  
customers' confidence  
in you or customers'  
confidence in themselves?**

# What is a **confidence-creation** sales strategy?

# Enablement Drives Confidence

## Buyer Enablement

- ✔ Information that helps customers advance across a purchase
- ✔ Information that is highly consistent



## Impact on Decision Confidence

**4x**

# Sense Making Drives Confidence

## Giving

I can get you a lot more information on that.

## Telling

Let me tell you what you need to know.

## Sense Making

There is a lot of information out there — let me help you make sense of it.

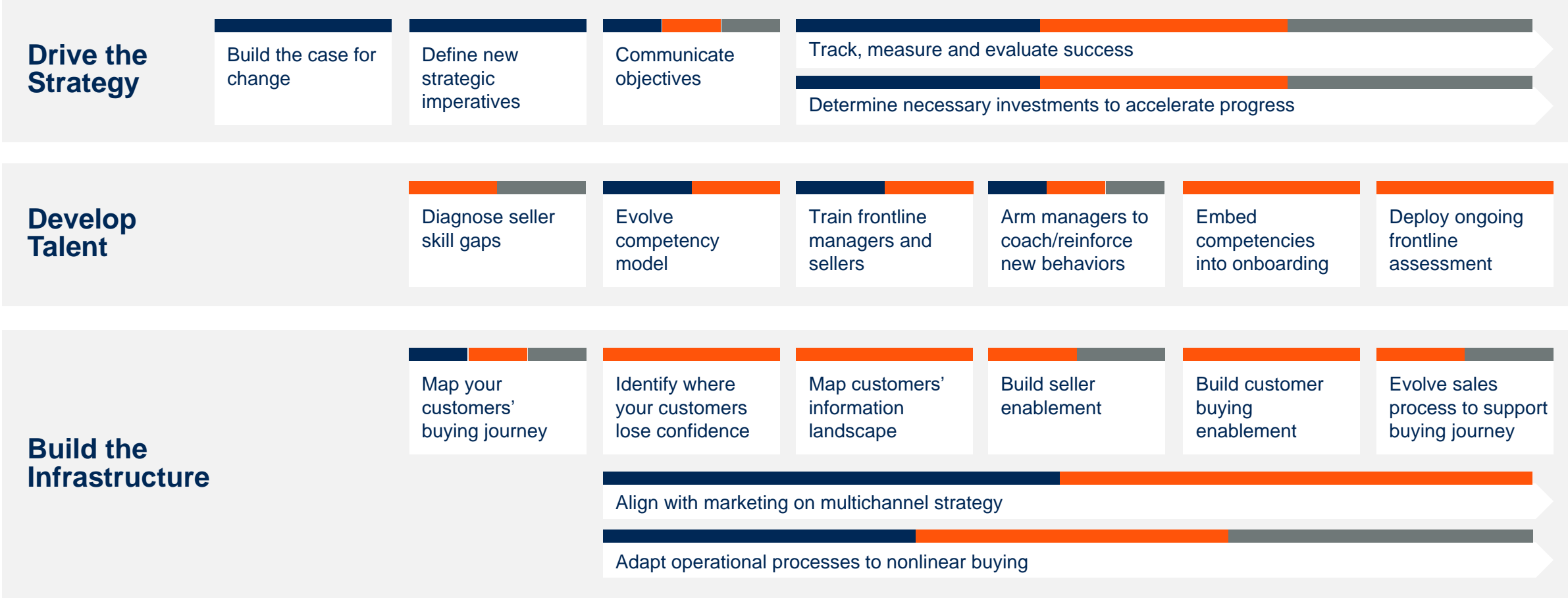
# How do I implement a successful confidence-creation strategy?



# Build Customer Confidence

- Chief Sales Officer
- Sales Enablement
- Sales Operations

## The Blueprint



# Dig Deeper

## [The Sense Making Seller E-Book](#)

Learn how high-performing sales reps use information to win deals.

## [Win More B2B Sales Deals Guide](#)

Develop a strategy for engaging, teaching and influencing buyers.

## [Buyer Enablement Audit](#)

Determine whether your content meets the qualifications of buyer enablement and make new and existing resources more effective.

Learn more:

[gartner.com/en/sales](https://gartner.com/en/sales)