

How Modern B2B Sellers Prepare, Present, and Follow Up

INFOGRAPHIC

Today's sellers spend 70% of their time prepping, presenting, or following up on meetings, yet the majority of buyers still think they come to meetings unprepared.¹ Where's the disconnect coming from and how can your team close the gap? Let's dive into the data to find out.

B2B buyers control the cycle more than ever before

96% of prospects do their own research before speaking with a human sales rep.²

50% of a customer's buying journey is complete before they ever contact a sales rep.³

5 decision-makers, on average, are involved in every stage of the sales process, making it harder to close deals.⁴



Are your sellers prepared to meet modern B2B buyers' needs?

Your chances to win over buyers are few and far between. Here's what you can do to be ready for them:

Prep smarter, not harder

71% of clients expect personalized sales efforts.⁵

EXPERT ADVICE

Use Seismic to automate a personalized pitch deck, assemble a content playlist related to your buyer's specific needs and goals, and get the just-in-time coaching you need to 'wow' in every meeting.

Present better

Sellers are **150%** more likely to close a deal if they have a strong first meeting.⁶

EXPERT ADVICE

Let Seismic for Meetings manage the notetaking, so you can address any question or objection with ease. Didn't see one coming? AI-powered search saves the day with the answers you need, right when you need them.

Follow up faster

Reps are **3-7x** more likely to close a deal if they follow up within 24 hours.⁷

EXPERT ADVICE

Seismic for Meetings captures key topics, action items, objections, and AI-recommended content based on what it's heard in a meeting summary. Address those action items and share relevant follow-up content in a Digital Sales Room right after the call so you never lose momentum.

¹ Forrester
² HubSpot

³ Gartner
⁴ HubSpot

⁵ McKinsey & Company
⁶ McKinsey & Company

⁷ Harvard Business Review

Ready to master modern B2B selling with Seismic?

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