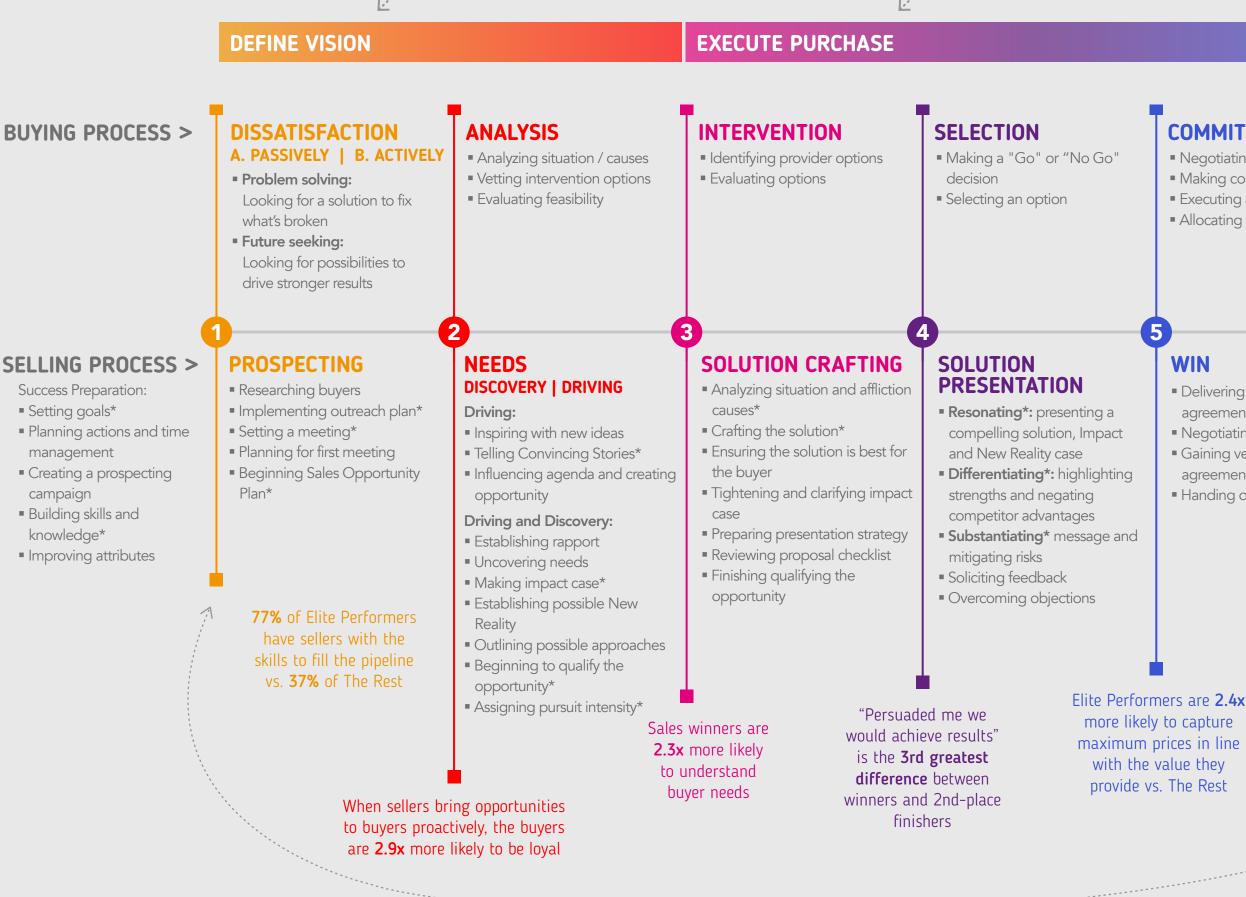
THE 6 PHASES OF THE BUYING AND SELLING PROCESS

Insight Sellers engage buyers here proactively, inspire with ideas, drive buyer thinking and agendas, and influence the buying process*

Sellers brought in here by buyers are late to the game!



*Click to view related content, including blog posts and white papers.

Sources

The research in this infographic comes from the following three RAIN Group Center for Sales Research studies:

- 1. The Top-Performing Sales Organization Benchmark Report, 2015.
- 2. What Sales Winners Do Differently, 2013.

3. Benchmark Report on High Performance in Strategic Account Management, 2012.

DRIVE RESULTS

COMMITMENT

- Negotiating agreement*
- Making commitment
- Executing agreement
- Allocating funds

IMPLEMENTATION

- Evaluating success
- Continuing or discontinuing
- Improving, evolving, and expanding

WIN

- Delivering executable agreement
- Negotiating*
- Gaining verbal, written, public agreement
- Handing off to implementation

ACCOUNT DEVELOPMENT

- Ensuring maximum buyer value from purchases
- Embedding current offerings
- Planning to grow account*
- Driving new opportunities*
- Preventing competitive inroads

High performers in strategic account mgmt. are **2.8x** more likely to work collaboratively with accounts to co-create value

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