

The Buyer Revolution

Research project conducted
with the full support of the UKLA



Oh I do like to
be beside the
seaside...



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What did I learn?

- They wanted to be challenged and think for themselves
- Their impatience is real! Waiting for things is difficult in their world
- The YouTube influence!
- My eldest is always connected to his friends, snapping and sharing with them
- I need to compromise more. By allowing them to find their own fun, they actually enjoyed doing stuff with their parents too.



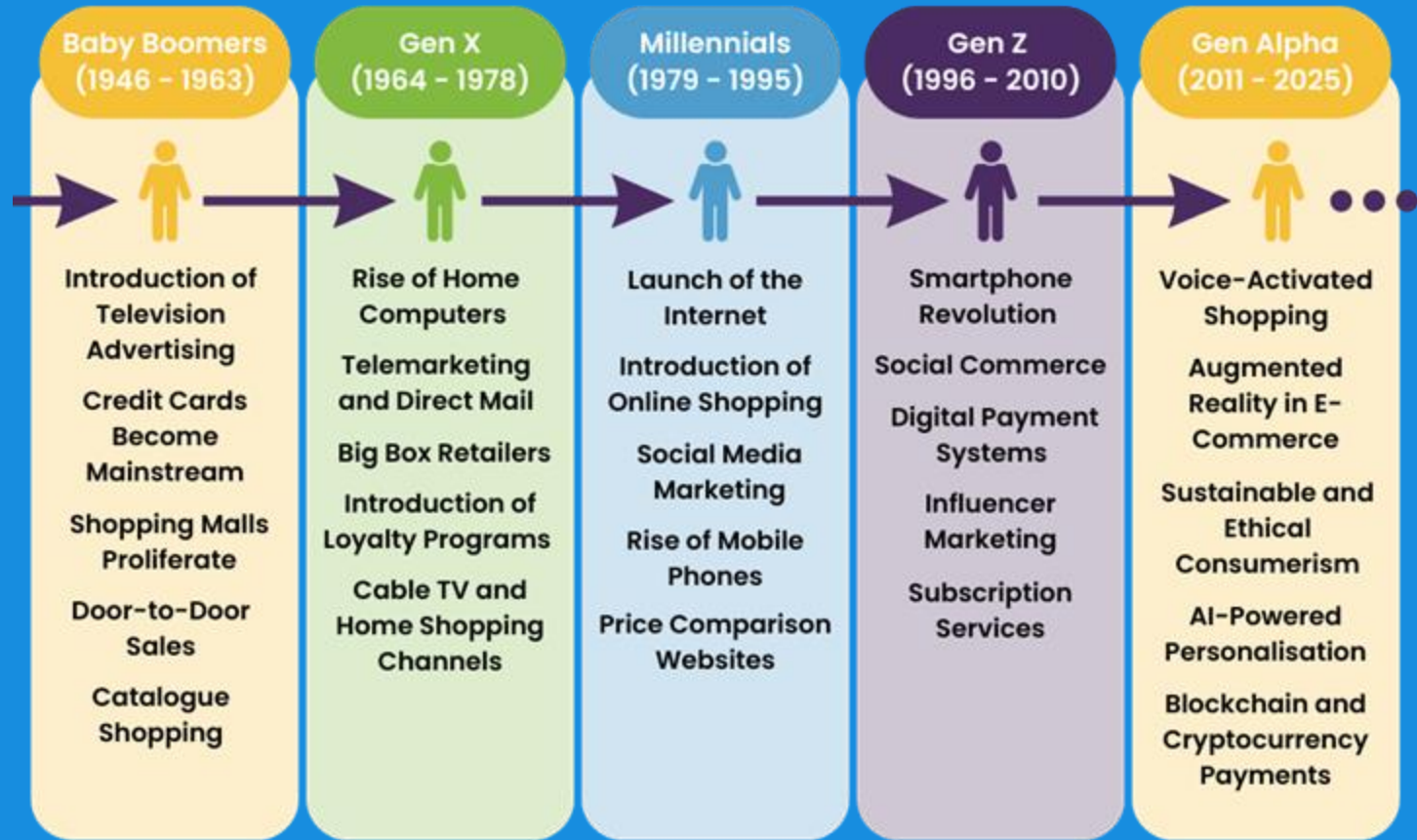
For all your Lubricant needs?

Dan and Daisy - your sellers:

- The sharing of product catalogues isn't having the same results anymore.
- They are surprised at just how impatient their customer have become.
- They are finding that competitors are always ahead of them and they are second to the table.
- Their Friday admin' day, which they love, isn't yielding the results of 18 months ago.
- They can't understand why doing what they've always done isn't working anymore.



We don't
always see
change
happening in
front of us...



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Solve Your Own Problems

We have learned that it's *not* so different in our industry.



Solve Your Own Problems – We have learned that it's *not* so different in our industry

- 93% of lubricant buyers use search engines in their research.
- 75% of lubricant buyers are fully aware of what they need before they contact you.
- Buyers rate a suppliers reputation as the the most important criteria when evaluating suppliers.



Solve Your Own Problems – We have learned that it's *not* so different in our industry

- 93% of lubricant buyers use search engines in their research.
- 75% of lubricant buyers are fully aware of what they need before they contact you.
- Buyers rate a suppliers reputation as the the most important criteria when evaluating suppliers.



Check your website, make it obvious who you help and how you help them. Showcase the problems you solve and stop talking about yourself so much.

Speed Of Response

We learned that customer service and immediacy matters.



Speed of Response – We learned that customer service and immediacy matters

- Response within **three** hours is the expectation. Scale one hour, three hours, same day and next day.
- 87.7% of responses claim speed of response is extremely or very crucial when in need of assistance.
- 75% speed of response plays a significant role in the decision making process.



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Measure your speed of response. Ensure your sellers prioritize responding to and acknowledging prospect or existing customer enquiries.

People or Brand

Your sales team must be liberated to champion the brand, and not hide behind it.



People or Brand – We learned you must liberate your sales team to champion the brand

- An aggregated 76% of buyers tell us personal connection is incredibly important when it comes to buying decisions.
- 0% of lubricant buyers enjoy receiving corporate messaging compared to personal communication.
- 86.7% of people value “highly” the rep who can give insight into specific problems or concerns.

An aggregated score of **76%** of lubricant buyers tells us that personal connection is incredibly important when it comes to their buying decisions.



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Empower and enable your team to be true champions of your brand and a known expert in the field. The time is right to encourage the personal touch.



Your Day to day Activities

Your customers are busy and they may be hanging out where you don't want them to be!



Your day to day Activities – We've learned your customers are busy and hanging out where you don't want them to be!

- 83% of respondents spend a majority, or some of their time, on other responsibilities.
- 92% of lubricant buyers are active on LinkedIn and with 66% of those being active in the evening.
- AI is relatively ranked as having the highest potential for buyers when it comes to future independent decision making/research.



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Engage your top 10 customers. Ask them how they like to buy and how they like to communicate. Have them contribute to the Buyer Revolution research.

The Account Manager

We learned the Account managers still remain relevant but you need to know when, where and how to add value.



The Account Manager – We learned that sellers need to know when, where and how to add value.

- An aggregated 75% of Lubricant buyers already know what they want to purchase when they engage your sellers.
- 67% of buyers want a more value adding relationships. With the ability to 'do it cheaper' ranking last compared to 'application and product knowledge' being most important.
- 92% of buyers are prepared give feedback and tell others about their good experiences with an account manager.



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Close the gaps in product and application knowledge. Sell the value add because that matters to your buyers. Capture & connect feedback to your sales and marketing messages

Your Action List Revisited

- **Check your website, make it obvious who you help** and how you help them. Showcase the problems you solve and stop talking about yourself.
- **Measure your speed of response.** Ensure your sellers prioritize responding to and acknowledging prospect or existing customer enquiries.
- **Empower and enable your team to be true champions of your brand** and a known expert in the field. The time is right to encourage the personal touch.
- **Engage your top 10 customers.** Ask them how they like to buy and how they like to communicate. Have them complete the Buyer Revolution research.
- **Close the gaps in product and application knowledge.** Sell the value add because that matters to your buyers. Capture & connect feedback to your sales and marketing messages.



Questions and Connect

- Check your website, make it obvious who you help.
- Measure your speed of response.
- Empower and enable your team to be true champions of your brand.
- Engage your top 10 customers.
- Close the gaps in product and application knowledge.



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