

NAVIGATING THE FIVE STAGES OF LOSS IN THE SHIFT TO DIGITAL B2B

Digital is killing B2B as we knew it, causing many executives to react as described Elisabeth Kübler-Ross described in the Five Stages of Loss. This chart helps you to 1) assess where you are in dealing with the shift to Digital B2B and 2) navigate through these stages quickly to avoid the fate of many in B2C.

Stage 1 : Denial - One imagines a false, preferable reality.	Stage 2 : Anger- Seeing denial must stop results in anger.	Stage 3 : Bargaining- The hope to avoid loss and ask for time.	Stage 4 : Depression- “I’m so sad, why bother?”	Stage 5 : Acceptance- “I can’t fight it, I may as well prepare for it.”
				
EXCEPTIONAL UNIQUENESS	BLAME GAME	TIME WARP	IDENTITY CRISIS	NIH
<p>“The B2B industry is different from B2C.”</p> <p>“Our company is the exception”</p>	<p>“Why are sales sinking?”</p> <p>“Why are margins so low?”</p> <p>“Why are clients s disloyal?”</p>	<p>“It took 10 years to disrupt B2C so we have 10 years to figure this out.”</p>	<p>“Why bother. We are not a software development company.”</p>	<p>“We can build this ourselves within the necessary timeframes and budgets.”</p>

REALIZATION NEEDED TO SURVIVE

2/3rd	70%	2X	89%	72%
Today, sales reps are often not looped in until buyers are 2/3rd of the way though the decision process. (Pace Productivity)	70% expect a web Amazon Self-Service experience. For questions 27% prefer phone 56% self-service. (SSI)	Once knowledge work is digital change occurs 2x faster every 2 years (Moore’s Law).	89% of business leaders believe customer experience will be the primary basis for competition” (Gartner)	72% expect that within two years, they will see broad adoption of industry platforms ... (Accenture)

CONCLUSION

<p>B2B must not get lost in the same denial that killed B2C:</p> <p>“You can’t beat real people with expertise”</p> <p>“I want customers to call - it builds relationships</p> <p>Few of these B2C players survived.</p>	<p>Old techniques won’t work in a new digital era.</p> <p>If wallet share is shrinking don’t start blaming – start realizing it may be a shift to digital competitors offering self-service alternatives.</p>	<p>This means that B2B has half or even a quarter of the time to adjust that B2C had!</p>	<p>Digital B2B puts customer experience in the middle of everything.</p> <p>Domain expertise is rare taking years to build but software can be bought.</p> <p>Software lacking customer knowledge is useless.</p>	<p>Fast delivery within budget means you must BUY not BUILD.</p> <p>Partner with a platform provider that can capture the knowledge and rules that run your business.</p> <p>To survive you can’t reinvent the wheel.</p>
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