

Digital Selling: Are you in or out?

As more buyers embrace the future, is digital reluctance costing you big?

[Find out](#)

The cost of digital reluctance

Buyers are all in on a digital future. New tools and buying techniques are now preferred, but where are all the sellers? Nowhere to be seen. As more and more sales teams find it harder to connect with prospects, and as their reluctance to embrace digital tools begins to bite, buyers move further into the distance.

US data

UK data

Digital reluctance and your bottom line

87%

of sellers say selling via social media is important to the future of B2B sales, with Facebook and Instagram expected to outperform LinkedIn.

\$1.6m

Digital reluctance costs companies, on average, over \$1.6m a year.

\$210k

On average, not deploying the latest digital sales methods loses sellers \$210,000 per year in commissions and bonuses.

WHY IS THIS HAPPENING?

BECAUSE

86% of buyers now prefer to be sold to virtually.

The problem with traditional sales techniques

Virtual selling gives buyers the power to self-serve AND avoid all the things they hated about traditional selling techniques. Like...

48%

Had issues with persistent sellers not taking 'no' for an answer even once it's been made clear they are not interested.

47%

Persistent calls and messages

31%

Hassling after a presentation

27%

Pointed to salespeople not knowing their products

24%

Salespeople just send too much information over



What's causing the disconnect between buyers and sellers?

79%

of sellers say they have a clear understanding of digital-first selling

But only

37%

say their business sales team fully incorporates digital selling

How can you support digital selling?

According to the businesses we spoke to, here's where you need to focus your efforts to catch up with digital buyers:

Tech & platforms

50%

think better technology and platforms are key to supporting digital selling

Sales enablement

44%

say deploying modern sales or revenue enablement platforms will help them transform the sales experience

Continuous learning

36%

believe better upskilling and coaching for sales reps will give them an edge and finally do away with the traditional sales techniques buyers hate

Leverage B2C tools

27%

think leveraging social media will help them reach more prospects

And they're right...

B2B Buying habits are shifting

Of the social channels that are enabling business sales, the survey reveals that professional networks are falling behind consumer-led platforms for purchases, Facebook, Instagram and YouTube are the platforms used most frequently to make business purchases, while LinkedIn lags.

69%



FACEBOOK

57%



INSTAGRAM

48%



YOUTUBE

26%



LINKEDIN

For Sellers

It boosts revenue by 35%

Businesses already using digital selling have grown average revenue by 35% selling.

Social selling is the future

87% of businesses see social selling as instrumental to the future of B2B sales.

For buyers:

It makes buying from you simpler

69% of buyers say new technology like sales enablement means there's now no need for face-to-face meetings.

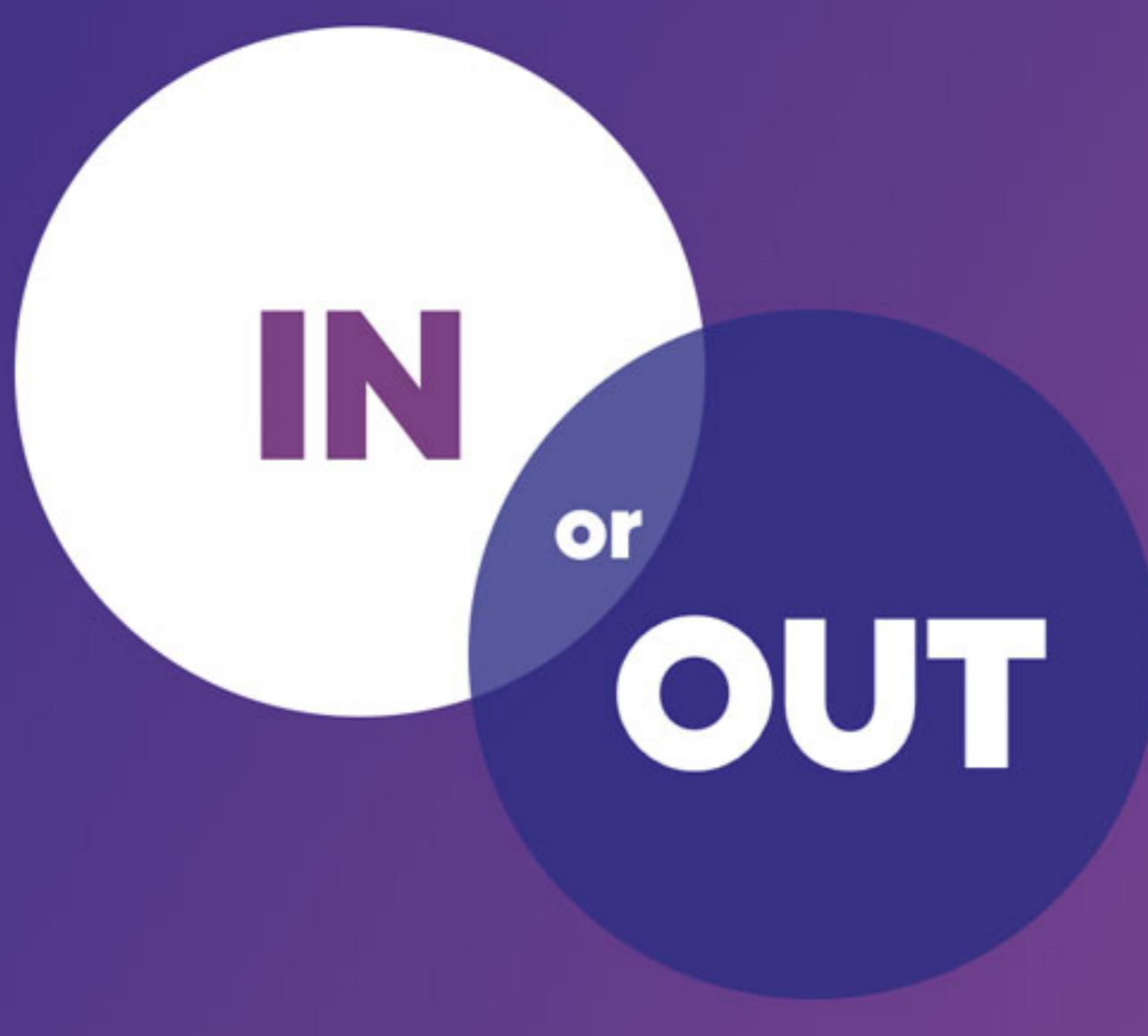
B2B buyers want B2C experiences

77% of buyers expect the role of social media in sales to increase over the next five years. With 59% already making purchases after a Metaverse or augmented reality demo.

Make digital selling happen in your organization with our **Modern Selling Report**. Uncover what new strategies and tools digital-first businesses use to connect with their buyers and start your digital selling journey today.

All findings from Showpad's State of Selling Survey, which analyzed sellers across the US. You can read more of our findings [here](#).

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Digital reluctance and your bottom line

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of sellers think digital short-sightedness from their employers means they are missing out on revenue.

12%

of sellers believe digital reluctance costs their company over £1m a year. With 5% putting the loss over £5 million.

72%

of sellers believe not deploying the latest digital sales methods loses them on average £64,000 per year in commissions and bonuses.

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