Virtual B2B Selling Is Here to Stay

The Covid-19-induced shift toward digital tools and interaction channels has helped dispel four key myths about B2B selling.

A recent Bain survey, powered by Dynata, of more than 300 B2B buyers and sellers helps dispel some common misconceptions.

**Fact or fiction? The four myths of B2B selling**

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<table>
<thead>
<tr>
<th>Myth</th>
<th>Fact</th>
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<tbody>
<tr>
<td>Field sales reps sell primarily in person</td>
<td>50% of sales interactions were virtual even before the pandemic due to faster communication and cost effectiveness</td>
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<td>In-person selling works better than virtual selling</td>
<td>75% of buyers and 54% of sellers agreed, or were neutral, that virtual is as effective for complex products</td>
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<td>Virtual sales applies only to small deals or accounts</td>
<td>35% of respondents have bought or sold products priced over $500,000</td>
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<td>Shifts to virtual selling during the pandemic will revert after the crisis</td>
<td>80% of buyers and sellers believe there will be a sustained increase in virtual interactions</td>
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**How to build a successful virtual sales engine**

- **Involve** sales reps and managers from the start in designing the model
- 55% of respondents at VP level or below said field reps would be demoralized or quit if their company moved to a primarily virtual model
- Only 25% said they would be excited
- **Amplify** the voice of the customer on virtual buying preferences
- **Invest** in easy-to-use tools for collaboration, training and management
- **Integrate** at key connection points such as sales and marketing, field and virtual reps, and technologies
- **Plan** the transition to ensure no disruption in customer coverage and service

**Virtual sales channels offer several advantages**

- Greater effectiveness
- Improved customer experience
- Reduced cost
- Higher productivity