

# DIVE INTO VALUE BASED SELLING

Compete on value – not price.

MERCURI  
international

## VBS BY THE NUMBERS

8 reasons why you need to consider your value based selling approach – now.



### 85%

**OF EXECUTIVES**

say customer value orientation is critical to stay competitive in the future

### 75%

**OF EXECUTIVES**

believe that being proactive and listening to their customers is central to their success over the next 3 years



### 38%

**OF EXECUTIVES**

say their organization is partially or fully lacking the skills needed to create customer value

### SEVEN

**THE AVERAGE NUMBER**

of people involved in most buying decisions in a typical firm with 100-500 employees



### 80%

**OF THE BUYER'S JOURNEY**

is now done digitally

### 102 DAYS

**THE AVERAGE LENGTH**

of time from lead to close

### 17%

**THE AMOUNT OF TIME**

that buyers actually spend on meeting potential suppliers



### 87%

**OF HIGH-GROWTH SALES ORGANIZATIONS**

take a value-based approach to sales

Sources:

"The Future State of Sales" – Mercuri International, 2021

"The Future of B2B Buying Journey" – Gartner, 2021

"Smart Content" – IDC, 2022

"B2B Sales Benchmark Research" – Salesforce, 2020

"Research Study" – ValueSelling Associates, 2021

## WHAT DOES THIS MEAN FOR THE FUTURE OF SALES?

As Warren Buffet once said,  
"Price is what you pay – value is what you get."

So maybe it's time to just ask yourself a simple question:  
what does the customer actually need?

**And then sell them that.**



Every year Mercuri International empowers companies in over 50 countries to achieve sales excellence. We serve our clients both locally and globally with customized solutions and industry expertise. We grow profit through people, providing the tools and processes to tackle any sales challenge.

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