

From Skepticism to Success: How to Overcome Buyer Hesitation in a Risk-Averse Market



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Today's Agenda

- How to identify and understand risk-averse buyers
- Common reasons for buyer hesitation and strategies for mitigating concerns
- Strategies for building trust and credibility with buyers
- Common mistakes made by sales reps when speaking to risk-averse buyers
- How to create urgency and close deals with risk-averse buyers



Who is the *Risk-Averse Buyer*?

Methodical and detail-oriented in decision-making processes

- Typically exhibit DISC personality types *S* and *C*

Cautious and seek out as much information as possible before making a decision

- Often require multiple touchpoints

Uncertainty can have a significant impact on their decision-making process

- May lead to delayed or avoided purchases



What Causes *Buyer Risk-Aversion*?

- Uncertainty about future economic conditions
- Fear of making a bad investment
- Lack of trust in the seller or product
- Concerns about budget and financial constraints
- Difficulty in justifying the purchase to higher-ups

70%

of B2B decision-makers say economic uncertainty has made their buying process more complex and difficult.

- McKinsey & Company



Question:

What are some job titles you've found to be the most risk-averse?

Drop them in the chat below 



The IT Director

Deliberate

Pragmatic

Skeptical

Strong-willed

Straightforward

Blunt

Goals & Priorities

- To advance the capabilities of the technology department through increasing initiatives, encouraging collaboration, and management of the tactics
- One of the IT Director's goals is to effectively increase the successes of the company's strategies
- The IT Director's priority is to exceed the goals of the customer and the stakeholder

Organizational Role & Responsibilities

- IT Directors are responsible for developing and establishing the strategic and technological plan for the company and its infrastructure.
- The Director is also in charge of deciding on budgetary issues and oversees IT projects

Role in the Buying Process

- IT Director's are central in the buy and apply stages of the buyer's journey
- IT Director's can easily "straddle the line," and must be persuaded and convinced for a decision to be made

Collaboration



- Set clear expectations
- Give them space to work
- Do research before asking questions

Expected Behavior



- Alone time
- Seeking evidence to support claims
- Separating facts from emotions

Energy Boosters



- Order & organization
- Privacy
- Detailed evidence

Energy Drainers



- Dealing with emotionally charged issues
- Unreliable, unproven information
- Chaotic situations

Direct



Evasive

Structured



Disorganized

Indecisive



Opinionated

4 signs that you might be dealing with a *risk-averse* buyer:

1. Delayed response times and lack of engagement from the buyer
2. Asking repetitive or overly detailed questions about the product or service
3. Expressing concerns or objections repeatedly without moving forward
4. Hesitancy in committing to a timeline or next steps in the sales process

How to *Mitigate* Buyer Concerns

Address specific concerns

Identify the specific concerns of the buyer and address them one by one to mitigate their fears.

Establish a clear value proposition

Clearly communicate the unique value proposition of your product and how it can solve the buyer's pain points.

Provide guarantees

Offer guarantees such as a money-back guarantee or a free trial period to reduce the perceived risk for the buyer.

Use detailed data points

Use data and statistics to back up your claims and assure the buyer that they are making an informed decision.

How to *Build Trust* with the Risk-Averse Buyer

- **Be transparent about your products or services**
 - Include any potential risks or downsides
- **Provide social proof**
 - Use case studies or testimonials to demonstrate your track record of success
- **Show empathy and understanding**
 - Actively listen & demonstrate you understand the buyer's concerns and needs
- **Deep discovery**
 - Get to the root cause of their specific pain points
- **Establish yourself as an expert**
 - Provide valuable insights and knowledge



Common *Mistakes* When Dealing with Risk-Aversion

- Pushing for the sale too early without building trust
- Failing to address buyer concerns and objections effectively
- Being overly aggressive or pushy in their approach
- Not giving sufficient space for buyer to reflect & think
- Not fully understanding the buyer's specific pain points, needs and motivations

76%

of B2B buyers expect companies to understand their needs and expectations.

- Salesforce



Top 3 Strategies to *Close the Deal* with Risk-Averse Buyers

1

First, know your buyer before you sell

Identify early on when you are dealing with a risk-averse buyer through DISC profiling

2

Foot-in-the-door, instead of door-in-the-face

Offer trials to build trust and familiarity with your product/service

3

Invest in differentiating your buying experience

Invest in improving your buying experience and make it better than your competitors'

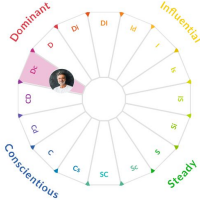
Q&A



Get connected

YOUR PROSPECT'S DISC

Dc (Architect)
Competitive, vigorous, efficient




HOW TO COMMUNICATE

Communicate with a logical, practical, data-driven approach.

Do


- ✓ Address the meat of his concerns, even if it means diving into strenuous detail
- ✓ Use specific, blunt language, as



Cameron Williamson

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About




Misha Lewis Rangel · 2nd
Director, Product Marketing Portfolio and Operations at Veeam Software

Talks about #portfoliomanager, #productmarketing, and #productmarketingmanager.

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Veeam Software
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Driver (Di)

Misha tends to speak directly and make decisions quickly. They is likely to take charge in a situation and explore worthwhile, effective solutions. Their determination and confidence can make them a strong leader.

Independent Persuasive Assertive

Want to improve your profile's accuracy?
Take the DISC assessment

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