YOUR QUICK TOUR

B2B sales is coordinated problem-solving

A business purchase often involves several people, more risk and a longer decision path. Clarity keeps the work moving.

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YOUR FINISH LINE

One good-fit account, one verified problem, one mapped buying group, one low-risk offer and one mutually agreed next step.

01 / MEET YOUR GUIDE

Lina stops pitching every company

Fictional example: Lina, her inventory service and all company details are invented.



THE BIG LIST

Lina emails the same presentation to hundreds of companies. A few reply, but most have no urgent stock problem, no suitable system and no person ready to lead a change.

THE GOOD-FIT RESET

She chooses growing retailers with repeated stock errors, researches each account and speaks with operations, finance and store users. A small paid pilot proves the workflow before a wider decision.

THE LESSON

B2B selling gets simpler when you narrow the fit, understand the decision and reduce uncertainty one step at a time.

02 / KEEP THE PROCESS VISIBLE

Use the simple B2B sales path

The path is not always straight, but every stage should answer one useful question before moving forward.

1 / TARGET

Which businesses are likely to have the problem, resources, timing and reason to act?

2 / DISCOVER

What is happening now, what does it affect and who cares about the outcome?

3 / ALIGN

Who uses, approves, pays, checks risk and influences the decision?

4 / PROVE

What evidence, demonstration, reference or pilot reduces the important uncertainties?

5 / DECIDE

What next step, owner, date and condition moves the buying process forward?