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Titolo	The Modern Customer - the PHANTOM : Customers on the Run : How Sales must Respond to Radically New Buying Behavior // Livia Rainsberger
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Descrizione fisica	1 online resource (277 pages)
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Soggetti	Consumer behavior Sales management Conducta dels consumidors Gestió de vendes Llibres electrònics
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The 3E world: enthusiasm, rush, simplicity -- The 3I person: incognito, informed, independent -- The new B2B customer, the PHANTOM: passionate, highly informed, autonomous, benefit-oriented, terrorised, opportune, mobile -- The (un)conscious motives of the new B2B customer: Characteristics, behaviour, needs and expectations -- Realigning sales to the modern customer: Positioning and offering, sales models and processes, customer approach and acquisition.
Sommario/riassunto	This book shows how companies can – and must – adapt their sales strategies and processes to changing customer expectations in times of digital transformation and markets volatility. How can sales address, win and retain the modern customer, an intangible PHANTOM in the digital space? The digital world is characterized by eagerness, ease and enthusiasm. Nowadays, people have unlimited and instant access to manifold information and thus they believe to be knowledgeable, autonomous and independent. As customers, they actively elude traditional sales and marketing on their way to a buying decision – in

B2C and B2B alike. To reach these modern customers, companies must synchronize their sales approaches with their customers' decision-making processes and rethink selling. In this context, the author offers a wealth of suggestions with examples and provocative theses. A stirring and inspiring book for anyone interested in state-of-the-art sales and marketing: sales management and staff or entrepreneurs and start-ups. Content insights: What shapes our world and economy today How the modern customer behaves and what he expects How to reach the PHANTOM customer How the buying decision process evolves in a digital world What the new sales process must ensure The author Livia Rainsberger, founder of the sales consulting company WISSENCE, is helping companies to master the digital transformation of their sales organizations, both at national and international level, in B2B and B2C alike. Her books "AI – the new intelligence in sales" (2021) and "Digital transformation in sales" (2021) have also been published by Springer Gabler.
