

The 5-Step Guide to Buyer Enablement

**An Introduction to The
DEEP-C™ Framework**



There are no complex sales, only complex purchases. Your champion is the only one that can close a deal. Even though they do the internal selling, they're new to it and consequently not good at it. Without enabling them effectively they will inadvertently add risk to your deal.

Buyers need help.

Buyers' needs and expectations are also changing. B2B buying today is complex, painful and slow, but B2B buyers expect the buying process to be more like B2C: simple, pleasant and fast.

Companies that embrace **Buyer Enablement** have an immediate competitive advantage because they simplify B2B buying by coaching and guiding their champions to sell for them, which translates to closing more deals faster.

Garin Hess, the founder and CEO of Consensus and author of the book *[Selling is Hard. Buying is Harder](#)*, describes Buyer Enablement as, "A complete shift of mindset by salespeople, starting with the realization that they are not in charge of selling—their job shifts from 'selling' to 'helping customers buy'."

To implement a customer-focused, buyer enabled strategy, we developed the **DEEP-C™ Framework**.

The Methodology Powering the DEEP-C™ Framework

DEEP-C™ is a 5-step methodology for "facilitating and coaching the buying group" as they're the only ones who can get the deal done.



DEEP-C™ stands for:

Discover

Discover your champion and through them discover the other stakeholders.

Engage

Engage the champion and through them engage each stakeholder.

Equip

Equip your champion with what they need to sell to the other stakeholders.

Personalize

Personalize value to each stakeholder

Coach

Coach the champion and other stakeholders through the buying process to a successful outcome.

There's a lot more that goes into Buyer Enablement. If you want an in depth look at Buyer Enablement, read our [blog series](#). You can also access free downloads at www.buyerenablement.io.

STEP 1

Discover



STEP 1

Discover

While portions of the DEEP-C™ framework can be done non sequentially, discovering your champions and key stakeholders should always come first.

Finding Your Champions

Champions close deals. Without someone inside the prospect organization making a strong case, you will be severely limited in your ability to influence outcomes in only the time you have them captive in a live meeting.

01 Deeper Discovery With Your Champion

Champions are crucial to getting the other stakeholders on your side. Give your champions the information their peers require early on so you can guide them through their process while controlling the narrative.

02 Map the Buying Group

Buyers buy once or twice a year, if that. Guide your champion through the different personas that should be involved in making a decision. Map these personas, with your team *and* with your champion. Identify early when and how each should typically get involved in order to create a frictionless motion for all sides.

03 Enable Viral Discovery of All Stakeholders

Enable your buyers to reach the proper stakeholders by mapping out the different roles that typically get involved and at what stages of the buying process, sharing this with your contact and asking who within the organization fits these roles, and finding out as much as you can about each stakeholder.

Tip: Speed Up Discovery with Technology

Create and send sales content to your point of contact and encourage them to share the information with other stakeholders in their buying group. Track who views this content to capture potential stakeholders, letting technology do the discovery for you.

STEP 2

Engage



STEP 2

Engage

Your prospects don't spend much time thinking about you. The best way to get their attention is to provide them with information that is more compelling than whatever is already drawing their attention and focus.

Map Stakeholder Roles Including Their Reasons to Engage

Stakeholders don't have the same motivations as one another, especially when they engage with you. Identify the problem or opportunity that is the lens through which each role views the purchase of your solution. Then create a plan to educate them in a personalized way that addresses their unique interests.

Start By Laying Out the Buying Process

Map out a specific buying process that you can share with your buyer. They will be more likely to commit to each stage if they know what those stages are and what's expected. You can learn more about the different stages buyers go through in the [Definitive Guide to the 6 Demo Types](#).



NEED
DISCONTENT



LEARN
RESEARCH



LEARN
COMPARISON



BUY
FEAR



BUY
COMMITMENT

Continue Selling Between Meetings

You cannot afford to leave the space between meetings uninfluenced. Leverage high-impact, digital content, such as interactive video demos, to engage all stakeholders asynchronously. This content should answer questions, reinforce a business case, and further build confidence and trust.

Tip: Sales Skills for Engagement

If you're having issues with this step, make sure you're employing these skills:

- **Punch their pain.** Emphasize the problems they're living with right now.
- **Create urgency.** Educate them on the cost of delay.
- **Clearly explain your solutions' advantages.** Customers should feel they matter more to you than your competitors.
- **Preemptively address common objections.** Explain to your champion what each stakeholder will have questions about and address them up front to turn potential deal blockers into advocates.

STEP 3

Equip



STEP 3

Equip

Getting Tactical: The Tools and The Information They Need

You should have these tools at the ready to send them to customers when they need them.

01 Evaluation Guides

How to evaluate and compare products in your industry, common issues or problems buyers are trying to solve, key questions they ask, types of solutions available, and perhaps even a scoring mechanism of some kind.

02 Personalized demos by role

PDFs or static recordings, or, ideally, something more intelligent like [interactive video demos](#).

03 Personalized FAQs by role

A detailed list of the most commonly asked questions for each role in the buying group through shared documentation, dynamic personalized FAQs, or a series of videos.

04 ROI calculations

A collection of agreed-upon inputs and assumptions from the customer to guide ROI expectations.

05 Social proof by relevant role, problem, and segment

Case studies, whitepapers, quotes, video testimonials, references, video reviews, etc.

06 Implementation guides and templates

Step-by-step guides, video instructions, frameworks to follow with areas for input and clear milestones, best practices, etc.

07 Materials for secondary stakeholders

Information for secondary stakeholders (IT, legal, finance, etc.) including security packets with end user agreements and privacy policies, detailed security policies, GDPR compliance documentation, sample contracts, and a pro forma invoices.

Tip: Avoid Communication Overload

Timing and the quantity of information are everything. Only deliver what the customer needs to see right at that moment. Anticipate before the buyer knows what they need. Then coach the champion when to deliver the right kinds of content to the right stakeholders.

STEP 4

Personalize



STEP 4

Personalize

Creating Personalized Content

Like with everything in the DEEP-C™ framework, personalized content starts with mapping buying group personas and then building relevant content.

There are 6 steps:

- 01** Identify your content library gaps in the areas of product or solution education, objection-resolution, social proof, and task facilitation.
- 02** Involve those on your team most adept at personalization.
- 03** Make a content development plan to complete the buyer enablement content strategy.
- 04** Create and catalog your assets.
- 05** Make it accessible to the sales team, train them on how to use it, and more importantly how to guide their champions to use it.
- 06** Measure how the content is used and the impact it has.



Tip: Educate Stakeholders with Relevant Content

Iterate fast and frequently to find the right balance.

STEP 5

Coach



STEP 5

Coach

Recommend, Commit, Facilitate

If buying were a sport, the coach (you) could give players (buyers) advice from the sidelines, but you couldn't play for them. They're on the field. You are not.

01 Strongly recommend

Instead of waiting for the customer to tell you what they think, recommend the steps and actions they should follow, but justify your recommendations.

Recommendations - Best Practice Tip: Phrases like these for making recommendations related to the buying process are more engaging:

- "In my experience working with other companies trying to solve this challenge, I have found... I strongly recommend..."
- "If you don't mind, would it be all right with you if I offer some advice about what I see as the most effective process?"

02 Ask for commitments

Define what comes next by asking for specific commitments in a way that secures clear accountability. Document expectations and timelines and follow up often enough to help course correct, or encourage, as needed.

Commitments - Best Practice Tip: Asking for commitments are moments of truth. They'll either say yes and you can move forward, or they'll say no and you now have to discover critical things about the deal you didn't know before. Strong but deferential phrases like these are more likely to prompt action with commitments:

- "Would you be willing to..."
- "This is something best done by you as the internal advocate. Could you..."

Facilitate and be a resource

Show them what fulfilling those commitments looks like and how they impact the process. Bring in different experts and resources if needed, but anticipate their needs before they ask.

Facilitate – Best Practice Tip: You have to be proactive to adequately facilitate champions. Anticipate needs using deal histories with similar customers.

- Provide job aids and toolkits such as GDPR docs and financial ROI spreadsheets
- Implementation project guides and templates
- Be a resource and an advocate for your champion, just as they're an advocate for you

Coaching Strategy

Most sellers are passive. As the buying coach, you need to exert leadership by committing your champion and other stakeholders to taking certain steps that you know will help them.

