

## What Buyers and Sellers Actually Think

### The Goal

Determine the perception of business relationships between buyers and sellers and its impact on business.

### The Findings

Sellers with strong relationships greatly underestimate them and sellers with poor relationships drastically overestimate them.

### The Outcome

B2B companies are missing out on untapped revenue and failing to recognize issues that lead to clients churning.

### The Approach

Encompass-CX was able to issue surveys to sellers and their buyers. Sellers were asked to provide an estimation of how their buyers would respond to each engagement-based question.

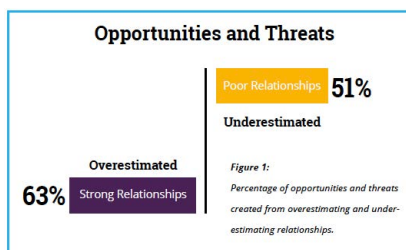
### What We Found

The results were educational and shocking. Here's what we found:

- 63% of sellers with strong relationships underestimated the strength of their relationships
- 51% of sellers with poor client relationships overestimated the strength of their relationships

Basically, when you underestimate the strength of your relationship, you lose opportunities to grow.

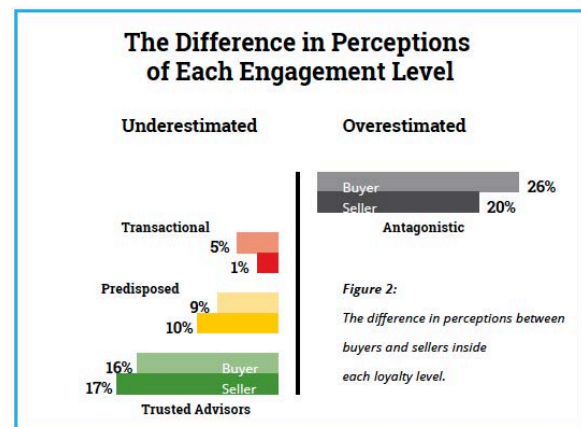
And when you overestimate the strength of a relationship you miss key signals from clients who are about to churning.



### The Findings Cont'd...

We captured, measured, and analyzed the perceptions of buyers and sellers towards each other, and here's what we uncovered:

- Relationships deemed Antagonist experienced the biggest gap between reality and perception



### The Outcome

When buyers overestimate their relationships, they risk increasing client churn and underestimated relationships fail to capitalize on opportunities that lead to increased share of wallet.

### About Encompass-CX

We offer a scalable software application that collects, measures and distributes customer data and provides clarity into all aspects of a company's accounts, products and service teams making it easier for businesses to gain real-time visibility into revenue, renewals and retention. Contact us at [encompass-cx.com](http://encompass-cx.com) / 844-254-4604 / [info@encompass-cx.com](mailto:info@encompass-cx.com)

