

## CHALLENGER COMMERCIAL INSIGHT

**Marketers currently capture, at best, 12% of a customer's mindshare across the buying journey. Use Commercial Insight to cut through the clutter and drive change.**

Customers learning more on their own across the buying journey have typically defined their problem, spoken with peers, researched online and compared multiple vendors by the time they engage a seller. This late stage conversation is often focused solely on price. In other words, the customer views the sales person as someone to help them get discounts and fulfill a transaction.

With so much independent learning and consensus building happening away from sellers, marketing content that captures only 12% of a customer's mindshare provides little support for the seller in doing a very difficult job. As a result, the working relationship between sales and marketing suffers and marketing lacks critical advocacy from sales in proving the ROI of content budgets.

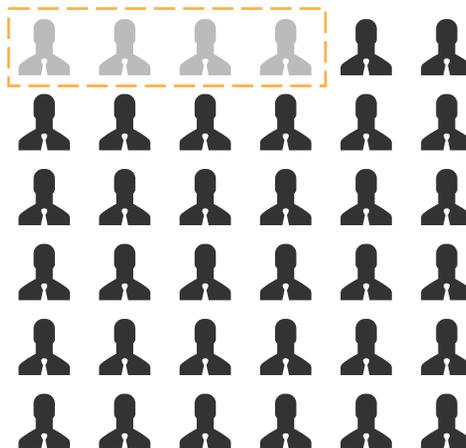
We recommend focusing on one tool used by Sales and Marketing to best influence customer learning, drive action and close deals. That tool is “Commercial Insight.” Only Commercial Insight disrupts the customer’s purchase decision by teaching them something new about their business and motivating them to take action.

Creating Commercial Insight is hard work and takes skill and resource investment. Otherwise, everyone would be doing it. But it's necessary in every marketing touch point and every sales conversation if you want to truly engage the customer, differentiate yourself and win in today's noisy and complex marketplace.

Producing Commercial Insight that is scalable is a critical role of the marketing function. When done right, it can have tremendous benefit across the sales organization and demonstrate significant ROI from marketing efforts.



Suppliers currently capture, at best, only 12% of customer mindshare across the buying journey.



Source: CEB Research.

