

Profitable B2B positioning – find your buyers' true purchase drivers

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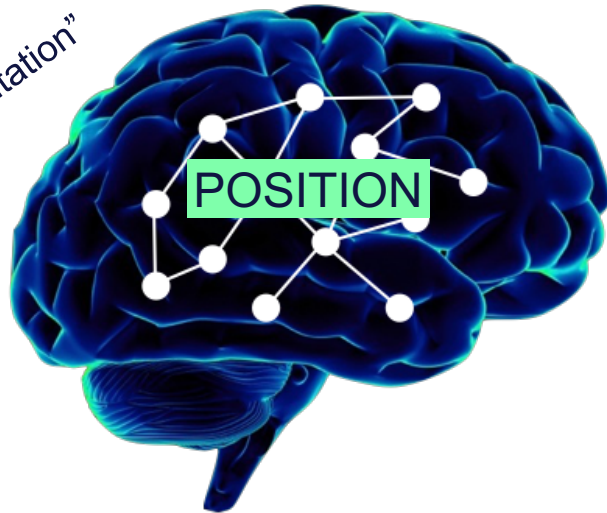
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Customer-driven growth



Profitable positioning generates a "pull effect"

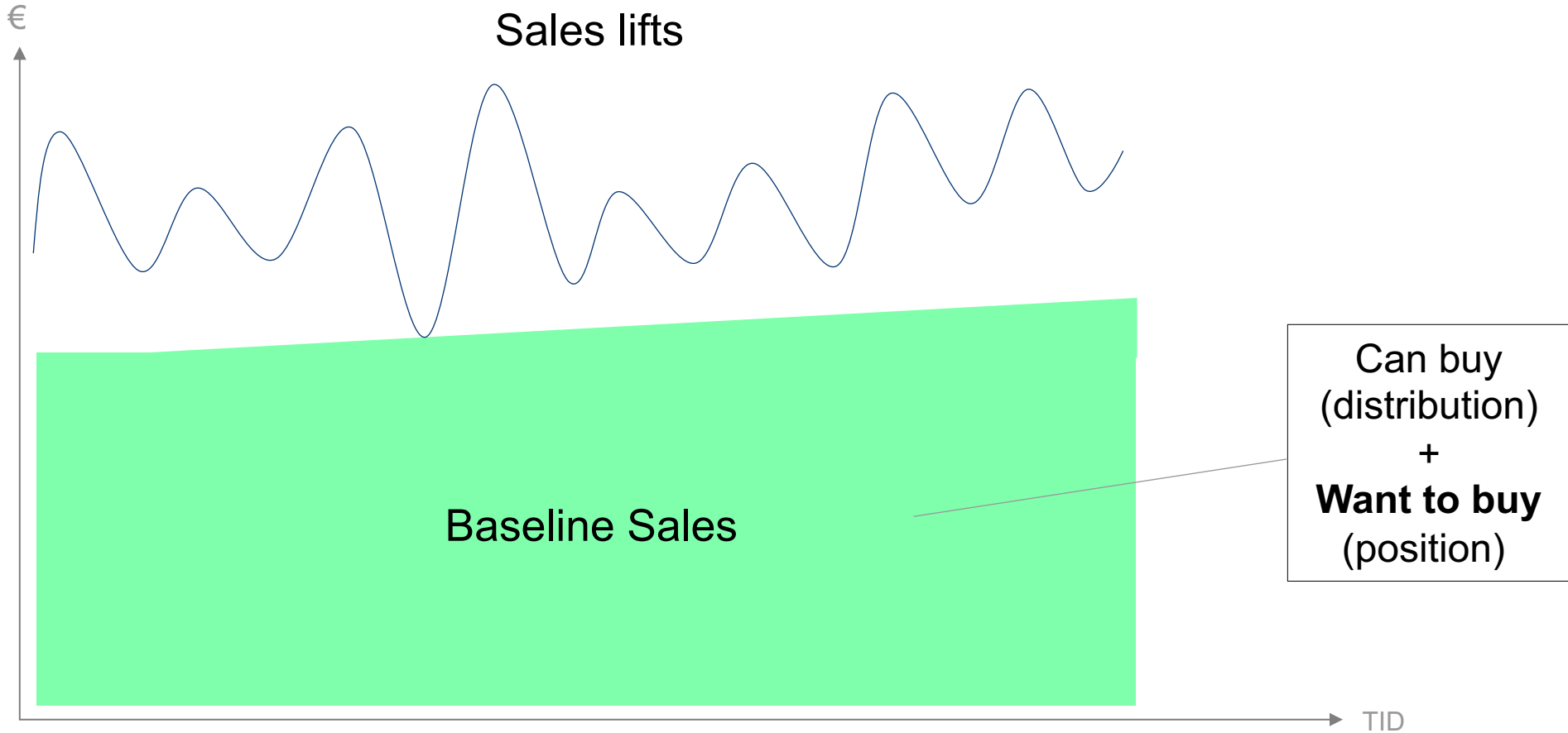
May also be known
as
"reputation"



What customers in the market think of us
in relation to our competitors

Customers want to choose us (volume premium)
Customers want to pay more for us (price premium)

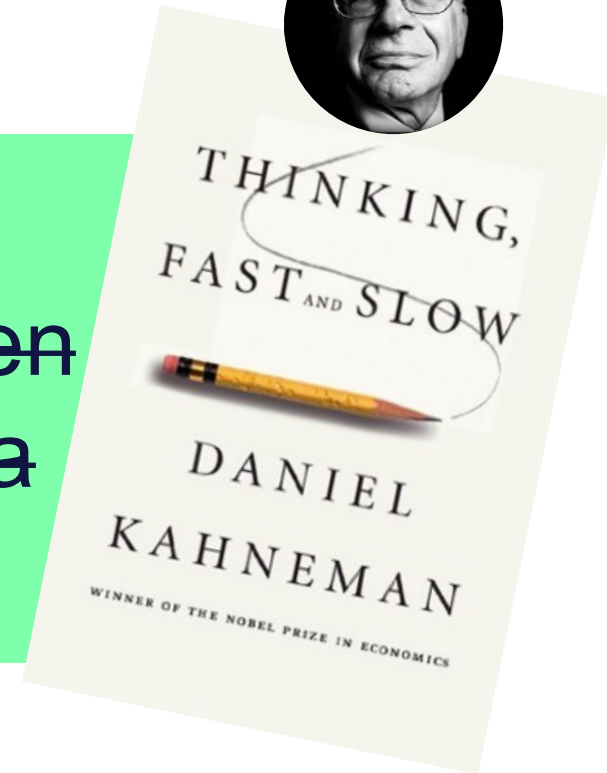
A profitable position contributes to growth by driving baseline sales



Do not trust what buyers are saying



~~“What is important when you choose a supplier?”~~



Trax® - NoA:s unique scientific method





Insights about purchase drivers from 15 years of global B2B studies

20+ industries | 50+ countries | 15 000+ professional buyers

What drives volume premium and price premium within B2B?

- Industry leadership
- Product design
- Commitment
- Easy-to-use products/services
- Ease of working with
- Experience
- Simplification
- Community-feeling
- Cost efficiency
- Sustainable company
- Sustainability benefits for the customer
- Social responsibility
- Innovation
- Inspiration
- Customer focus
- Total solutions
- Expertise
- Quality
- Local presence
- Modern image
- Value for money
- Proactivity
- Product availability
- Professionalism
- Reliability
- Advice and guidance
- Service
- Custom-made solutions
- Speed
- Broad assortment
- Status/prestige
- Challenger-attitude
- Friendliness
- Transparency

Volume positions are built on "rational" drivers

Top 10 volume premium drivers (willingness to choose a supplier)



1. Ease-of-working with
2. Quality
3. Service
4. Reliability
5. Speed
6. Friendliness
7. Total solutions
8. Easy-to-use products/services
9. Advice and guidance
10. Transparency

Price premium positions are often more emotional and unstated

Top 10 volume premium drivers (willingness to choose a supplier)

1. Ease-of-working with
2. Quality
3. Service
4. Reliability
5. Speed
6. Friendliness
7. Total solutions
8. Easy-to-use products/services
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10. Transparency

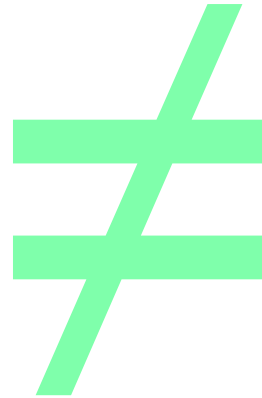


Top 10 price premium drivers (willingness to pay)

- 1. Status/prestige**
2. Advice and guidance
3. Service
- 4. Community-feeling**
- 5. Inspiration**
6. Quality
7. Customer focus
8. Speed
9. Ease-of-working with
10. Custom-made solutions

**What about
sustainability?**

Should we **act**
sustainably in all
parts of our
business?



Will we grow in the
market by primarily
being famous for our
sustainability efforts?

Sustainability rarely drive the willingness to choose a certain supplier

**Drivers
volume premium**



...
**30. Sustainability benefits for
the customer**



For example:

- Make it easier for the customer to act sustainably
- Improves the customer's sustainability reputation

...
...
...
33. Sustainable company



For example:

- Supplier acts sustainably
- The supplier's products are sustainable

...but can drive price premium

– when it focuses on the benefits for the customer



**Drivers
price premium**

For example:

- Make it easier for the customer to act sustainably
- Improves the customer's sustainability reputation

...

→ **15. Sustainability benefits for the customer**

...

For example:

- Supplier acts sustainably
- The supplier's products are sustainable

...

→ **29. Sustainable company**

...

What many B2B-companies talk about the most, customers care the least about



Weakest drivers
(volume premium + price premium)

29. Broad assortment

30. Industry leadership

31. Modern image

32. Experience

33. Sustainability/environmental responsibility

34. Challenger-attitude

Summary: 4 key take-aways

- 1 Being known for the right things and having a profitable position is important for driving growth
- 2 Do not trust what customers say is important – you must understand their true drivers
- 3 In order to achieve pricing power you often need to take position on emotional drivers
- 4 Positioning on sustainability is profitable when it focuses on the benefits for the customer