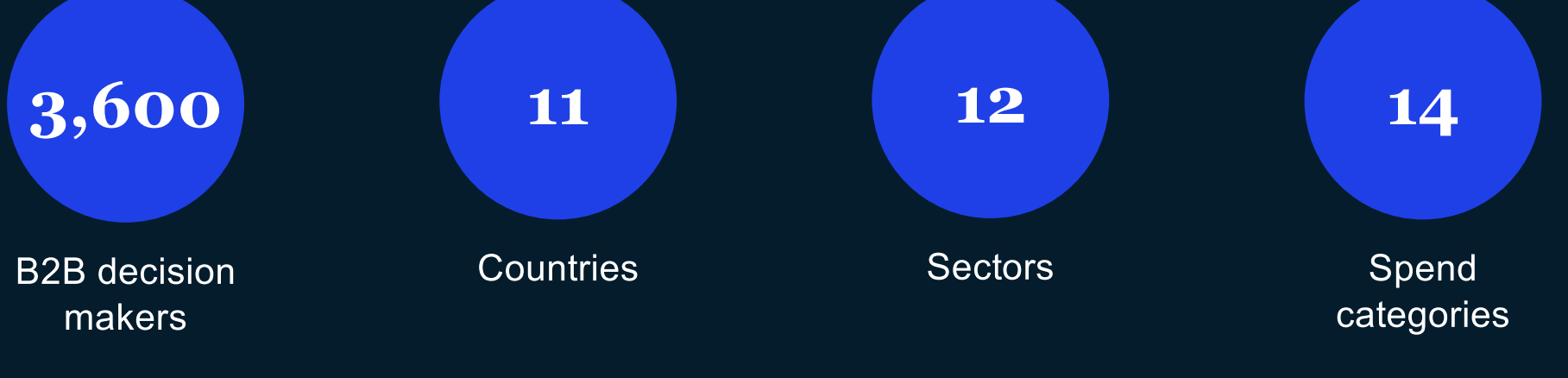


How B2B sales have changed during COVID-19

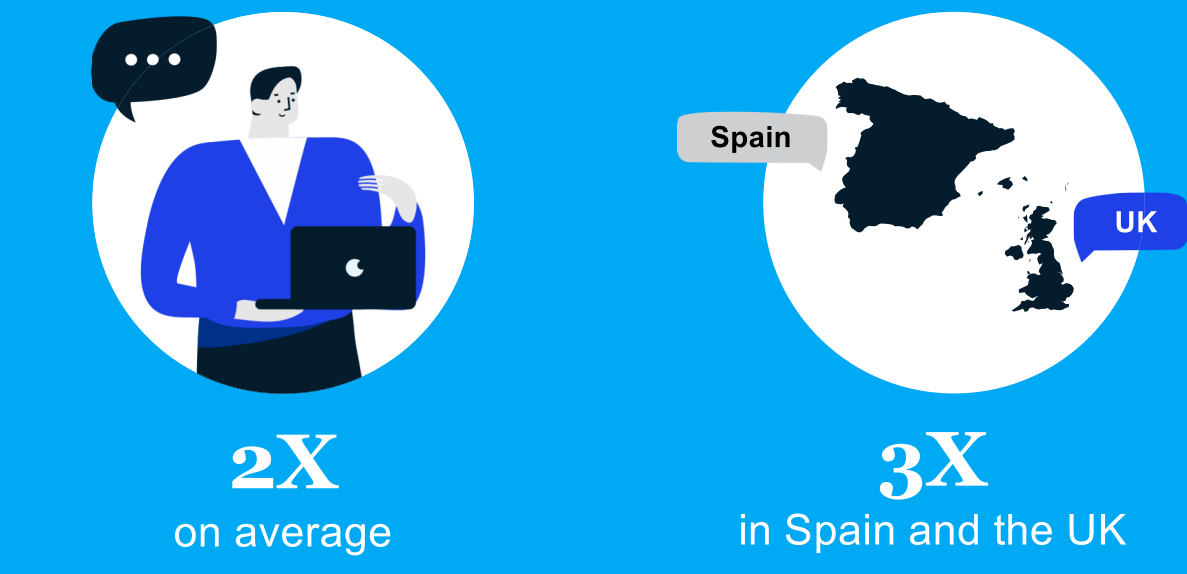


Amid the COVID-19 pandemic, the way companies buy from and sell to each other now looks very different than it used to—perhaps permanently. To better understand how the B2B landscape is shifting, we launched a comprehensive B2B decision-maker survey.



What’s changed for B2B companies?

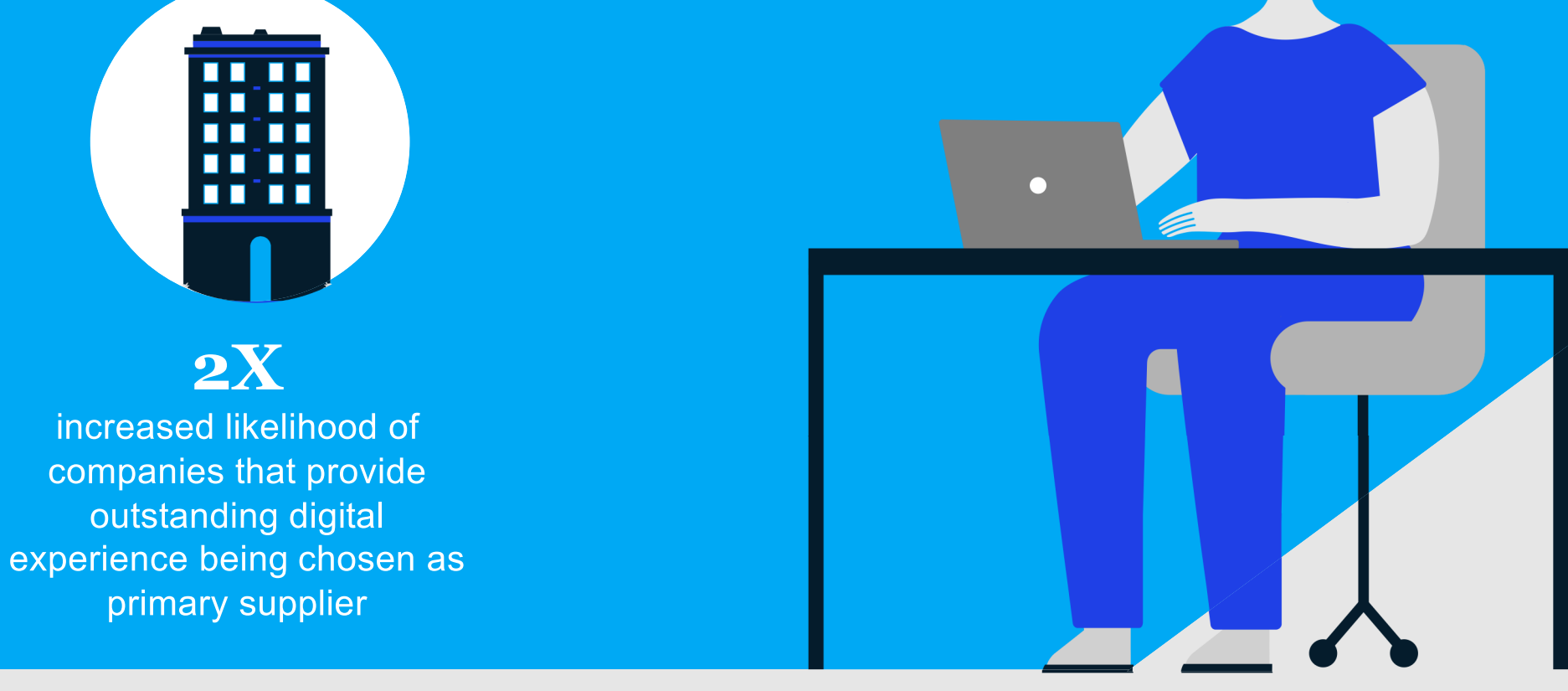
Shift in customer preference to digital from traditional interactions



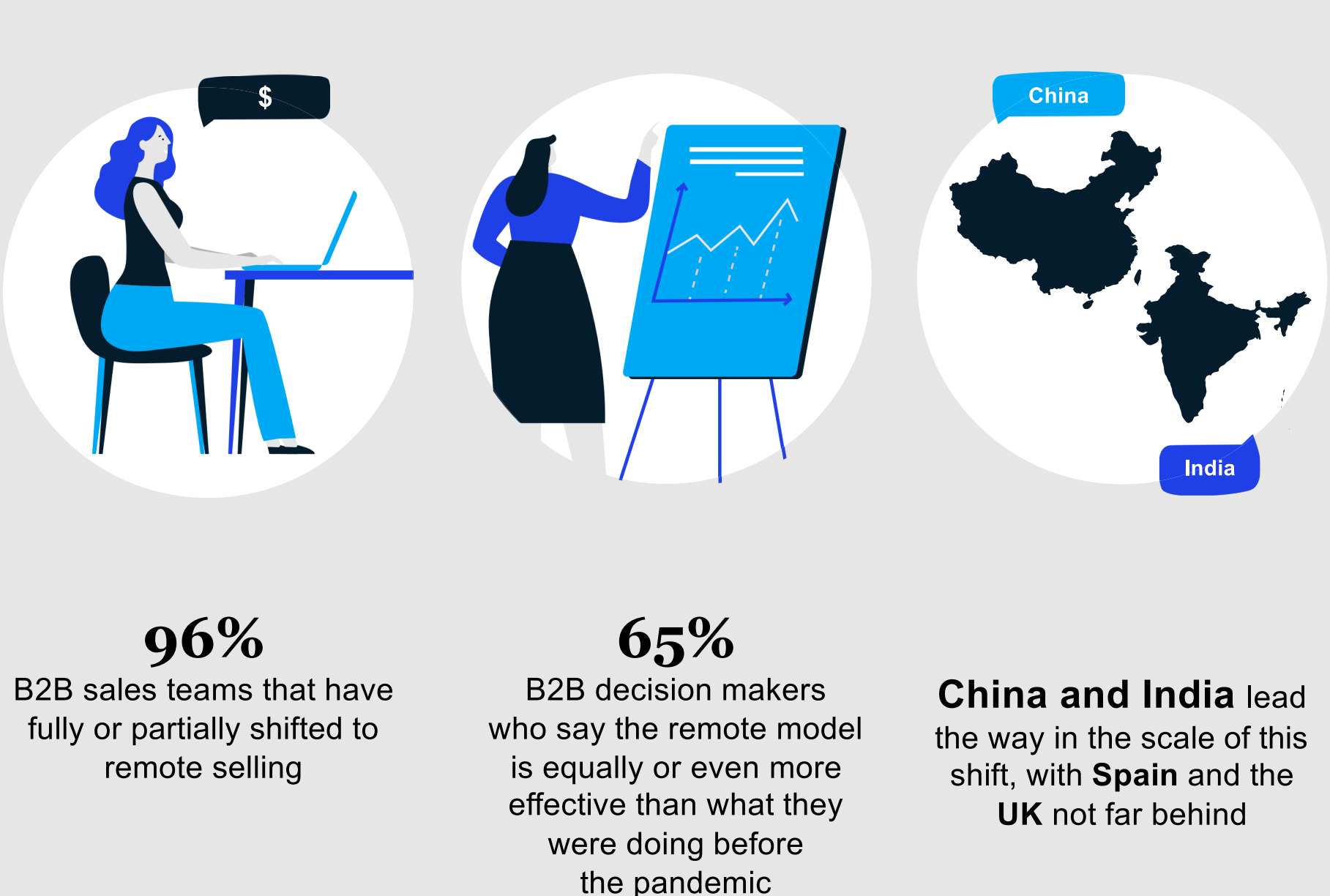
Customers want digital self-service tools



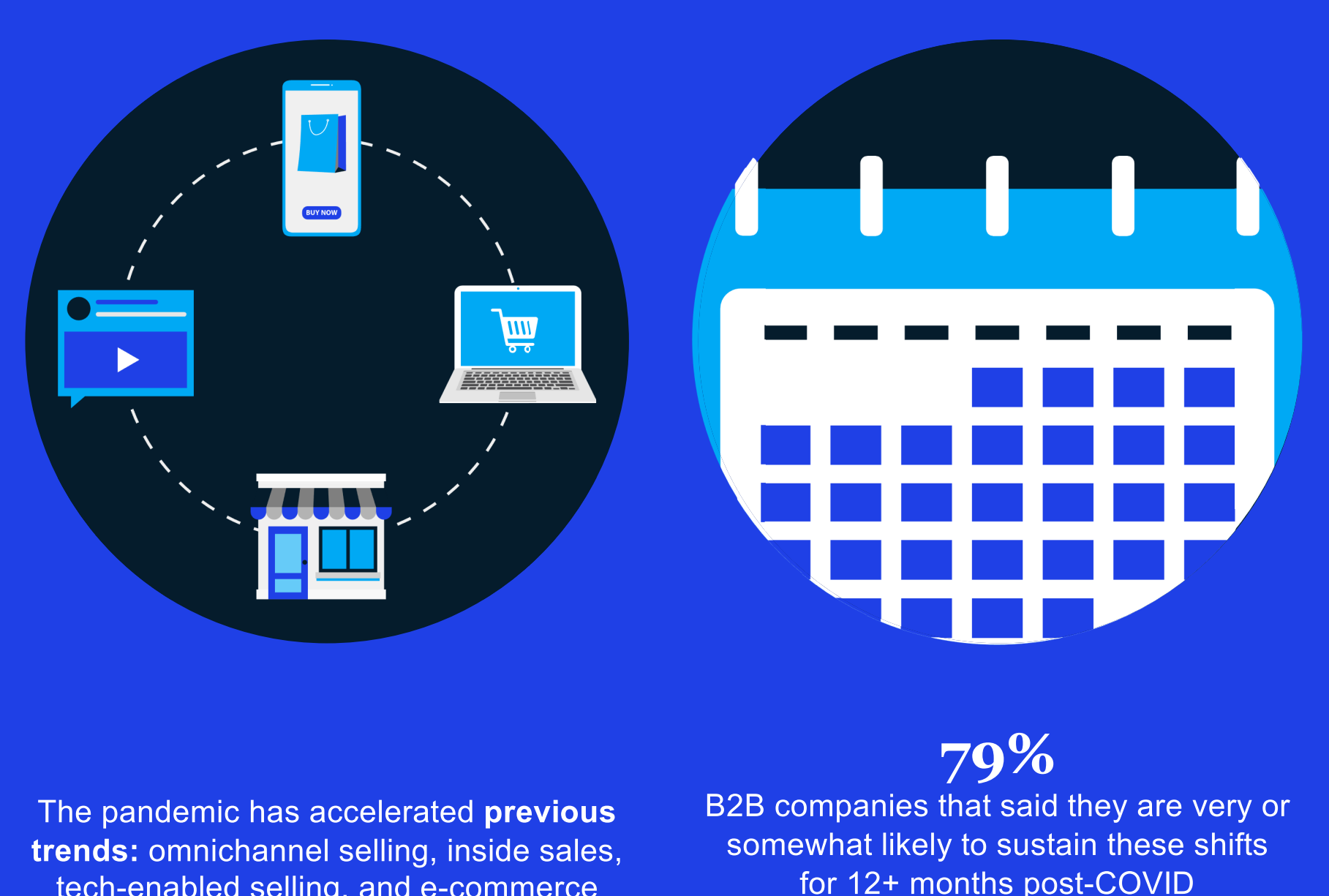
Digital is now an essential means of doing business



The pivot to remote selling



The next-normal sales model



How can B2B sellers adapt?

