

Expedite Purchases by Personalizing the Selling Process: Augusto Beato Tells Online Sellers

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Portland SEO's Augusto Beato advised e-commerce merchants to make consultative discussions with customers in order to provide them with concise content and accelerate the buying process.

Beato pointed out that by consulting with clients, companies can manage their buyer's priorities and align their offering with the buyer's specific goals.

"While more information makes the buyer feel more empowered, it will delay the decision to buy since there are more options for the buyers to consider," noted Beato. "Since customers are constantly bombarded with recommendations, that can make their decision more difficult."

Boost online sales by tapping the services of Portland SEO through this [link](#). Feel free to [reach out to Augusto Beato by clicking here](#).

Beato was reacting to a recent Gartner report that indicated that too much information could delay the buying process. The said report revealed that 84 percent of surveyed customers reported a longer purchase process than they expected.

Today, customers want a customized buying experience that provides them with concise content that meets the needs of their specific business problems.

Brent Adamson, distinguished vice president at Gartner, explained how organizations need to focus on "buyer enablement" and developing content that guides customers through critical buying tasks and helps them overcome challenges they encounter throughout the buying process.

"Buyer enablement" is defined as the provision of information and tools to customers that support the completion of specific buying jobs throughout the purchase process.

"B2B buyers today will reward suppliers who make the purchase process easier," said Mr. Adamson. "Our research shows that customers who receive helpful information that eases the purchase process are three times as likely to buy the bigger, more expensive option, with less regret."

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