



The Science of Selling Products:
**Decoding Buyer
Motivations and Driving
Purchase Decisions**

Business

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Introduction

In today's digital world, making a product that stands out from competition requires more than just functionality. This guide will help you understand why building digital products (commercial software for sale) is different from others such as bespoke applications or enterprise software, and why focusing on buyer motives is crucial for success.

Making software for internal use (like custom tools for your business) is different from creating a digital product that you plan to sell. Internal software is built specifically for your company's needs and its users. But products need to work for diverse kinds of businesses and users. This means you need sophisticated engineering and go-to-market strategies when building digital products.

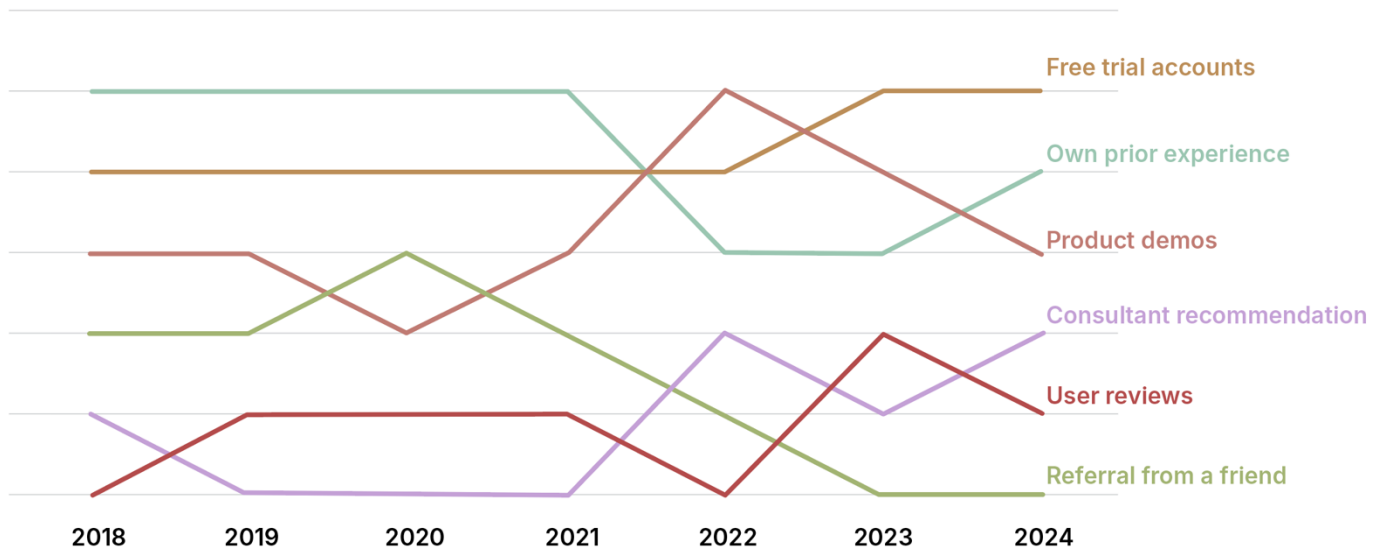
Key Motives of B2B Product Buyers

Looking for the answer to this question, we have analyzed 'TrustRadius - B2B Buying Disconnect Report' over the last seven years. Based on our analysis, the most influential factors in your clients buying B2B digital products, in order of importance, are:

1. Free trials
2. Own prior experience
3. Product demos
4. Consultant recommendation
5. User reviews
6. Referral from a friend



Below chart depicts how the importance of these factors fluctuated over time:



Why do Clients Buy Your Product?

The above 6 top factors can be broadly categorized into two areas: Delivering Sticky Product Experience and Leveraging Advocacy.

Sticky Product Experiences

- Own prior experience
- Free trial accounts
- Product demos

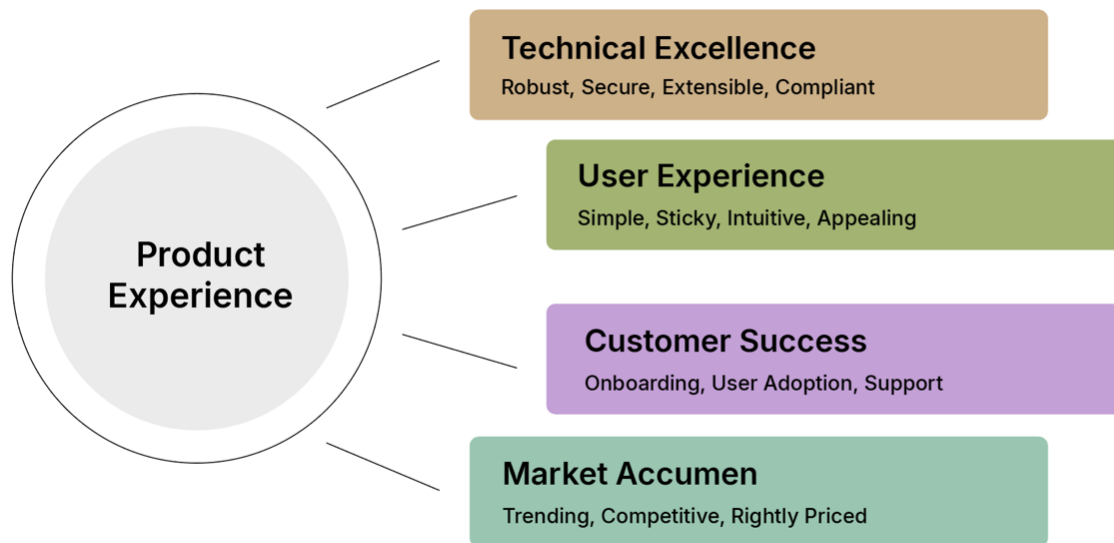
Leveraging Advocacy

- Referral from a friend
- User reviews
- Consultant recommendation



How to Deliver Sticky Product Experiences?

Creating a great product experience involves every step of the customer journey. Therefore, your Product Experience (PX) strategy requires balanced focus on the following 4 pillars.



Technical Excellence

Technical excellence is the foundation that ensures the architecture, development, and delivery of a digital product are aligned with business priorities. It involves leveraging best practices in software engineering, seamless integrations, adopting the latest technologies, and ensuring high standards of quality assurance.

User Experience

User experience is critical in understanding and meeting users' expectations and behavior. A user-friendly product consistently outperforms competitors by providing intuitive navigation, appealing design, and satisfying interactions. This pillar emphasizes the importance of designing with the end-user in mind, conducting thorough usability testing, and iterating based on user feedback.



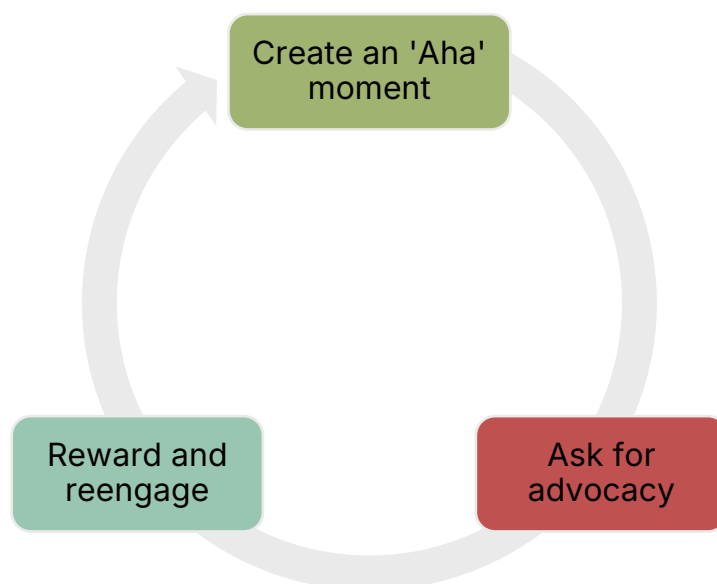
Customer Success

Customer success ensures that users achieve their business goals with the product through smooth onboarding, engaging features, and efficient support. It involves proactive customer engagement, timely assistance, and collecting feedback to drive product improvements. Successful customer success strategies lead to higher retention rates, positive word-of-mouth, and sustained growth.

Market Acumen

Market acumen involves a deep understanding of market dynamics, including how a product is valued and what customers are willing to pay. It requires continuous market research, competitor analysis, and staying attuned to industry trends. A strong market sense helps in making informed decisions about product features, pricing strategies, and go-to-market approaches.

How to Leverage Advocacy?





Word-of-mouth is one of the most powerful marketing tools available. When people talk about your product positively and recommend your product for use, it builds trust and credibility. Here's a closer look at how you can leverage advocacy to drive the success of your digital product:

User Reviews

Encouraging happy customers to leave reviews can significantly impact your product's reputation. Reviews are often the first-place potential buyers look for unbiased opinions.

Steps to Encourage Reviews:

1. **Ask Promptly:** After a customer has had a positive experience, send a friendly email asking for a review.
2. **Make It Easy:** Provide links to review sites and clear instructions.
3. **Show Appreciation:** Thank customers for their feedback, whether it's positive or constructive.

User Referrals

Referrals are a direct way to gain new customers through your existing users. By incentivizing referrals, you motivate your current users to spread the word. For example, offer a discount or a free month of service to customers who refer a friend.

Steps to Encourage Referrals:

1. **Create a Program:** Set up a referral program with clear rewards.
2. **Promote It:** Make sure your users know about the program through emails, in-app messages, and social media.
3. **Reward Promptly:** Ensure that rewards are given quickly and fairly.



Consultant Recommendations

Expert opinions can lend significant credibility to your product. Consultants often have a large following and their recommendations can lead to substantial new business. For example, partner with industry experts who can provide reviews or case studies of your product.

Steps to Leverage Consultant Recommendations:

1. **Identify Influencers:** Find consultants and industry experts who align with your product's values.
2. **Engage and Educate:** Provide them with all the information and support they need to understand and use your product.
3. **Formalize Partnerships:** Create agreements that outline how they will promote your product.

Other Influential Factors Driving Sales

Aside from direct advocacy, several other factors can influence potential buyers. These additional touchpoints provide more opportunities for engagement and building trust.

1. **Product Website:** Make your website informative, easy to navigate to enable lead generation.
2. **Communities/Forums:** Engage with users in online communities to build a supportive and active user base.
3. **Marketing Collateral:** Use clear and persuasive materials to inform potential buyers.
4. **Analyst Reports:** Third-party evaluations can add credibility.
5. **Publications:** Articles and reviews in trusted publications can reach new audiences.



6. **Case Studies:** Show real-world success stories to demonstrate value.
7. **Customer References:** Let potential buyers hear directly from satisfied customers.
8. **Vendor Blog:** Maintain a blog with valuable content to attract and educate potential buyers.
9. **Vendor Representatives:** Build personal relationships through knowledgeable representatives.

Why Products are Unique?

If you're a product vendor, your product is often your main asset and intellectual property (IP). Building this key IP takes a strategic, long-term approach. Here are the key challenges you'll face when building digital products:

Dynamics of Market Competition

Digital products are in a competitive market, so they need constant innovation and unique selling points to stand out. You must be able to pivot quickly and deliver fast based on market feedback and trends. In contrast, internal enterprise applications are usually custom-made for specific organizational needs and face less direct competition.

Revenue and ROI Pressure

Since your digital product is the core asset of your business, it needs to start making money and showing a return on investment (ROI) at right timing. It must drive sales, offer great customer service, reduce customer churn, and keep growing. This is different from enterprise applications, which often have long-term stability and organizational support, giving them more time to evolve and improve.



Unknowns and Unpredictability

Digital products must meet the needs of diverse users and handle unexpected and sometimes unknown demands that could affect user experience. Unlike enterprise applications operated closely with known business conditions, digital products must prepare for mostly unknown scenarios. You must be ready for unpredictable events you can't control, which means building a robust architecture with elasticity and high performance under challenging conditions.

Cocreating Success with 99x

99x specializes in product engineering, offering the expertise needed to create digital products that succeed in the market. In today's fast-paced digital world, partnering with a company like 99x ensures your product not only meets user needs but also stands out in the market. By focusing on developing exceptional product experiences and providing technical know-how in leveraging strategic advocacy, 99x helps you build products that win in the marketplace. To learn more about 99x's approach to creating market-winning products, download our Winning Product e-book [here](#).