

PEOPLE DON'T LIKE BEING SOLD TO SO WHY NOT HELP THEM BUY?



The market for small to medium business in Australia is large



2.126 Million

Small to medium business in Australia [ABS]

Small to medium business in Australia in the private sector create over **\$530Bn** in value [ABS]



Small to Medium Business Managers and Owners are busy

15% working over **60hrs** per week



25% working over **50 hrs** [metLife 2015]

PEOPLE DON'T LIKE BEING SOLD TO



The most trusted professions are nurses, doctors, Engineers, School Teachers – people not directly selling anything.

While the lowest ranked profession is Car salesman followed by advertising people and Politicians – all people trying to sell something. [Roy Morgan 2015]



Whats more people are trying to sell at the wrong time

2 key numbers for the buying process:



57%

the average point in the buying process that buyers engage a sales person

35%

the point in the buying process that sales people have the most impact.



The right technology can save small to medium businesses time but



There is a proliferation of cloud solutions for small businesses to choose from

Business managers need insights to the right solution for their business.

