

Intelligent Sales Tool in Business-to-Business Markets: Digitally Guided Buying

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Abstract

In business-to-business (B2B) companies, the interface between the buyer and the seller is critical for both businesses. The more technical and complex the products, the more possibilities to create intelligent product and service configurations. Digitally guided buying is a process which can bring value to the buying process by helping the buyer. This study focuses on the benefits of guided buying system. The study comprises 38 interviews from five case companies and their distributors. The benefits of guided buying systems included operational efficiencies, improved product knowledge, enhanced sales processes and stronger support for the buy-seller relationship.

Subject Areas: *Business-to-Business Marketing; Electronic Commerce and Internet Marketing; Information Systems*