

ENCOMPASS-CX | EXECUTIVE SUMMARY

BUYER EQUITY

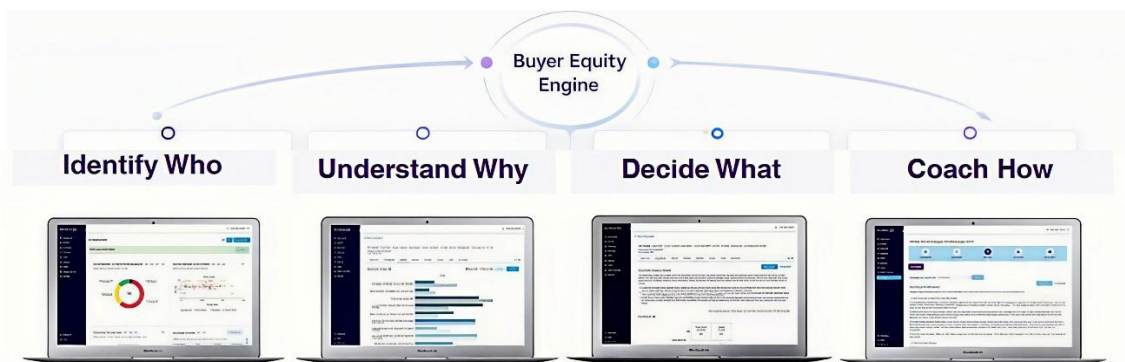
How Trusted Buyer Relationships Drive B2B Growth

THE PROBLEM

Your team is confident in your accounts. Your NPS scores and customer satisfaction surveys are healthy. Your forecast looks stable. And yet, somewhere in your strategic account portfolio, buyer relationships are weaker than your numbers suggest. Revenue you expect to compound is at risk that no one on your team can see.

The reason: most B2B organizations measure some form of satisfaction. Almost none measure the strength of individual buyer relationships, the actual trust between each decision-maker on the buying side and the people serving them. That gap is where revenue risk lives. And fewer still are able to operationalize this info – **turning insight into action**.

Encompass-CX and its Buyer Equity Engine solves this challenge



What you cannot see is already costing you.
 Stop managing blind. Start managing buyer reality.

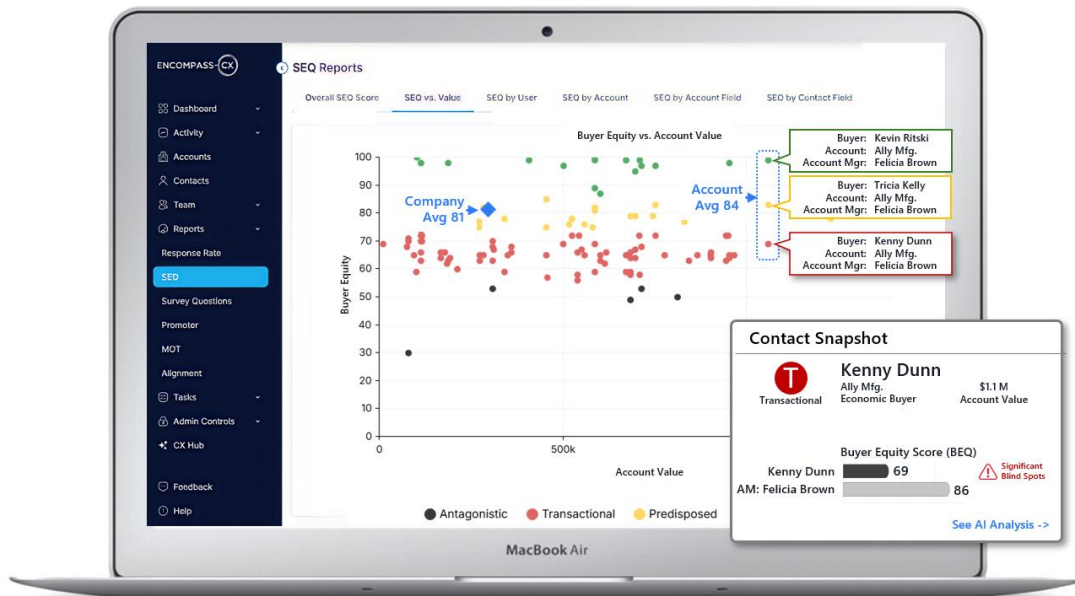
WHAT IS BUYER EQUITY?

Buyer Equity is your measurable score of relationship strength with each individual decision-maker inside a strategic account. It is not an account average. It is not an NPS score. It is a buyer-level metric; the only measure that tells you where risk and opportunity actually live.

Each of your buyer relationships falls into one of four tiers:

- **Antagonistic** - actively working against you
- **Transactional** - neutral; no trust buffer; highly price-sensitive
- **Predisposed** - positive but fragile under pressure or competitive disruption
- **Trusted Advisor** - highest trust, highest retention value, highest commercial upside

It is only by getting to this buyer level insight that you can create **Durable + Compounding Revenue**.



Key Insight

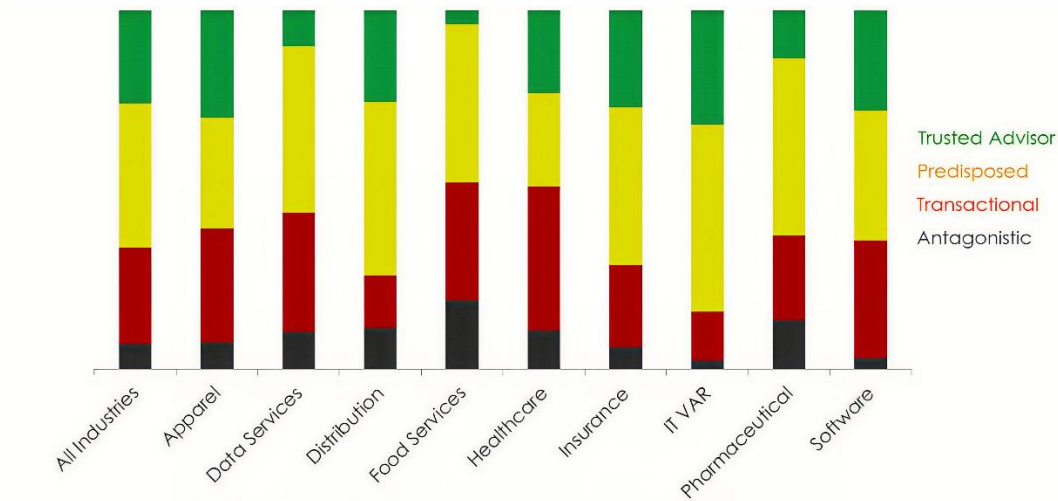
In complex B2B relationships with multiple stakeholders, an account can have an average Buyer Equity score (BEQ) of 84 and still hide a key influencer with a BEQ of 69. That buyer at 69 may be the person who is working against you right now.

The 84 average makes your team feel safe; the 69 is your real risk.

Worse yet, your account team may not even know it.

THE ECONOMICS: TRUSTED ADVISORS VS. TRANSACTIONAL BUYERS

Most B2B companies average 4–32% Trusted Advisor relationships. Best-in-class companies perform materially higher.



The gap is measurable, manageable, and compoundable.

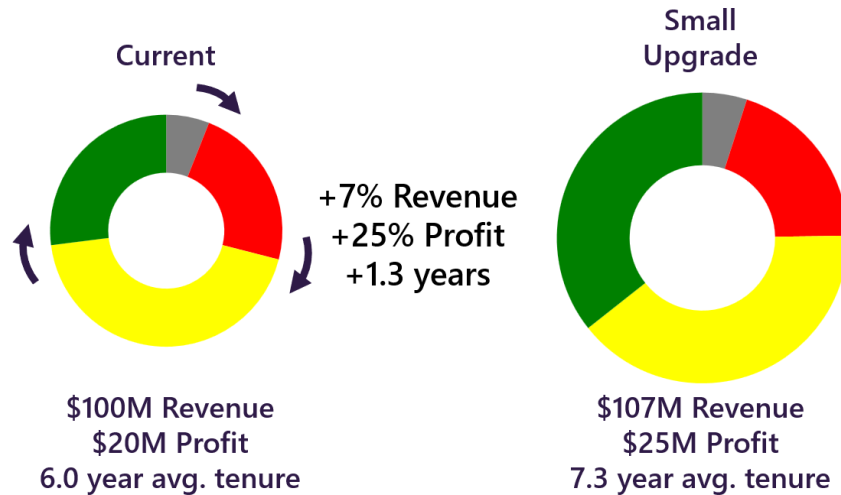
9X First Call & Last Look	3½X Share of Spending	14% Price Premium
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2X Client Retention	6% Lower Cost to Serve	150% Positive Word-of-Mouth
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“\$16 million to \$28 million in revenue in the first year. Same accounts. That clarity changed everything.”
 — Tim Barrett, COO, Barrett Distribution Centers

THE PORTFOLIO UPGRADE MATH

Make a small improvement in your buyer portfolio, moving just 1 in 5 buyers up just one tier, and realize **+7% Revenue, +25% Profit, +1.3 Years Tenure.**



BTW: Achieve a Best-in-Class buyer portfolio (Industry leading % Trusted Advisor buyers):
 +33% Revenue, +230% Profit, +20 Years Tenure

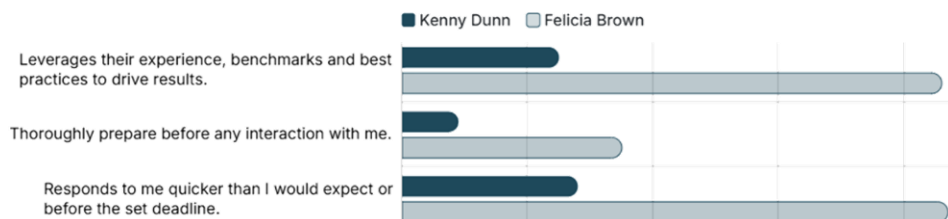
So why don't we 'just do it?' Go build Trusted Advisor relationships and reap the business rewards!

THE BLIND SPOT PROBLEM

Why don't we 'just do it?' We think we are!

We all like to think we're above average, when in fact **86% of account managers have significant blind spots in understanding their best clients.**

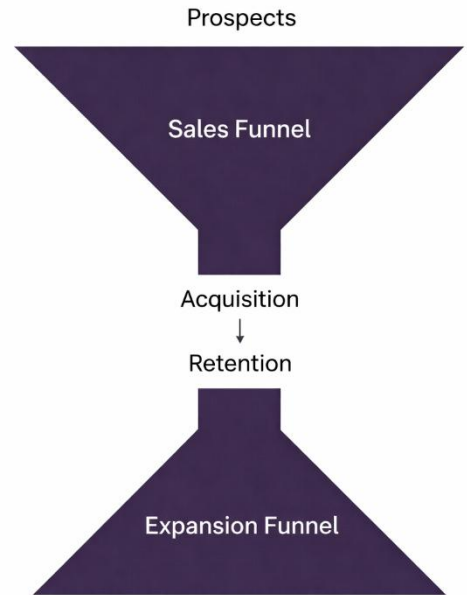
Our account teams and manager don't change because they don't think they have to – Encompass-CX's self-assessment process highlights these buyer-level blind spots so we can address them.



THE GROWTH SEQUENCE: RETAIN → EXPAND → ACQUIRE

Most B2B strategies still run **Acquire → Expand → Retain**.
In mature markets, that sequence is backwards.

The higher-return sequence is **Retain → Expand → Acquire**,
not because retention is safe, but because it is where the
highest-return investment lives.



RETAIN

Preventing avoidable loss (retention rates of 94%+) is the first growth move. Trusted Advisor buyers **stay more than 2X longer** than Transactional buyers,

EXPAND

Trusted Advisors call earlier, share more, and buy more, giving your team **3½X share of spending and 14% pricing swing, all while requiring 6% less work.**

ACQUIRE

Strong retention and expansion make acquisition more efficient. Strong Buyer Equity portfolios generate **150% more positive word-of-mouth.**

THE RESULT

Buyer Equity governs all three. Manage it at the individual buyer level and the economic engine – your 'flywheel' – accelerates: **Durable+ Compounding Revenue.**

WHAT THIS MEANS FOR YOUR ROLE

Revenue Leaders (CROs, VPs Sales)

- Identify renewal risk before it reaches the pipeline
- Ground expansion assumptions in buyer-level evidence
- Coach AMs on specific gaps, not generic guidance

Strategic Account Leaders (KAM/SAM)

- Buyer-by-buyer view within every strategic account
- Identify blind spots by decision-maker, not by average
- Move from status-update QBRs to prioritized action

CX & Client Health Leaders

- Prove program impact on revenue, not just NPS movement
- Predict churn months before renewal surfaces it
- Works alongside existing programs, not instead of them

Private Equity & Investors

- Assess revenue quality beyond gross retention rate
- Identify hidden risk and hidden growth in portfolio companies
- Buyer Equity audit benchmarks against industry peers

THREE WAYS TO START - ALL TAKE LESS THAN 5 MINUTES

1. Risk Snapshot

A quick 10-question self-assessment revealing hidden relationship risk across your strategic accounts. Free. Immediate result.

[Get Your Risk Snapshot →](#)

2. Impact Calculator

Estimates revenue growth, profit improvement, and tenure extension from increasing your Trusted Advisor buyer mix. Results emailed instantly.

[Estimate Your ROI Impact →](#)

3. Book a Briefing

Schedule a 15-minute conversation to examine where relationship confidence may be outpacing buyer reality. No deck. No demo. Just clarity.

[Book a Briefing →](#)

Your Revenue: Durable + Compounding

For more information:
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