# Francisco Tonarely Discusses Why B2B Buyers Are Changing Their Expectations of Sales Professionals

**New York-based enterprise technology sales professional explores how independent research, greater access to information, and changing purchasing processes are reshaping business-to-business sales.**



**New York City, New York Nov 23, 2026 (Issuewire.com)** - Business-to-business sales is changing

as buyers gain access to more information before engaging with vendors. From independent product research to online demonstrations and customer reviews, organizations can evaluate potential solutions long before speaking with a sales representative.

Francisco Tonarely, a New York-based business development professional working in enterprise technology sales, is examining how these changes are influencing customer expectations and the role of sales professionals.

As buyers become more informed, Tonarely believes the value of a sales conversation increasingly depends on how well a representative understands the customer's specific circumstances.

Rather than simply introducing a product and explaining its features, sales professionals must be prepared to discuss business challenges, answer relevant questions, and help prospective customers evaluate whether a solution is appropriate for their organization.

**Buyers Are Entering Sales Conversations Better Informed**

The traditional sales process often began with a representative introducing a product or service to a prospective customer. Today, many buyers begin that process independently.

Business professionals can research competing platforms, compare capabilities, review customer experiences, and access educational resources before contacting a vendor.

This shift is particularly relevant in enterprise technology, where purchasing decisions may involve multiple departments and require careful consideration of how a new platform will fit into an organization's existing systems.

By the time a buyer speaks with a sales representative, they may already understand the basic capabilities of several competing solutions.

As a result, repeating information available on a company's website may provide limited additional value.

Tonarely emphasizes the importance of understanding what prospective customers have already researched and identifying where further discussion could be useful.

**The Growing Importance of Customer Discovery**

One area receiving greater attention in technology sales is customer discovery, the process of understanding an organization's challenges, priorities, and existing operations before recommending a solution.

An effective discovery conversation allows sales professionals to move beyond general product descriptions and explore the circumstances influencing a potential purchasing decision.

For example, an organization considering new enterprise technology may be concerned about how its existing applications connect, how information moves between departments, or how proposed changes could affect employees.

Understanding these concerns requires more than familiarity with product features.

It involves asking relevant questions, listening carefully, and recognizing that different organizations may have very different reasons for exploring similar technologies.

Tonarely sees preparation and clear communication as important parts of this process, particularly when discussing complex technology with professionals from different business functions.

**Sales Professionals Must Communicate Across Different Audiences**

Enterprise technology purchasing decisions frequently involve people with different responsibilities and levels of technical knowledge.

A technology leader may focus on system compatibility and implementation requirements, while an operational manager may be more concerned about how a platform affects employees and everyday processes.

Senior decision-makers may evaluate how a proposed solution aligns with broader organizational priorities.

These differences create a need for sales professionals who can communicate clearly without relying entirely on technical terminology.

A productive conversation should help each participant understand how the subject relates to their responsibilities.

Tonarely believes that developing this ability requires ongoing learning, familiarity with the customer's industry, and a willingness to adjust communication based on the audience.

**Building Trust Through Relevant Conversations**

Greater access to information has not eliminated the importance of relationships in B2B sales.

Instead, it has changed how sales professionals can demonstrate their value.

Reliability, preparation, and thoughtful follow-up remain important, particularly when buyers are evaluating complicated solutions over an extended period.

A sales representative who provides accurate information, acknowledges uncertainty, and respects a customer's decision-making process can contribute to a more productive experience.

Tonarely also recognizes that not every initial conversation will lead to an immediate opportunity. Some organizations may still be researching their options, while others may have priorities that make a new technology investment less relevant at that moment.

Understanding those circumstances can help sales professionals develop more useful relationships rather than approaching every interaction with the same expectations.

**A Changing Role for Technology Sales Professionals**

As organizations continue researching solutions independently, the responsibilities of B2B sales professionals are likely to keep evolving.

Product knowledge remains important, but it must be paired with an understanding of customer needs, strong communication, and the ability to make complex information accessible.

For professionals entering the industry, Tonarely sees value in developing these capabilities early and refining them through experience.

The broader shift reflects a simple change in buyer expectations: when information is readily available, a sales conversation needs to offer something beyond information alone.

**About Francisco Tonarely**

Francisco Tonarely is a New York-based business development professional working in enterprise technology sales. His professional interests include enterprise architecture, artificial intelligence, business development, and emerging technology. A former high school and collegiate lacrosse player, Tonarely has also coached youth lacrosse. He is interested in communication, professional development, and the evolving relationship between businesses and technology.

**Media Contact**

Francisco Tonarely

*********@francisco-tonarely.com

https://francisco-tonarely.com/

Source : Francisco Tonarely

See on IssueWire