

## 5 SIGNS

# THE MARKET SEES YOU AS A POINT SOLUTION, NOT A PLATFORM

*“It’s not enough to say you’re a platform company—the market has to believe it.” — Molly Miles*

### 1 Clients hesitate to share their long-term strategies or details about their relationships with other vendors.

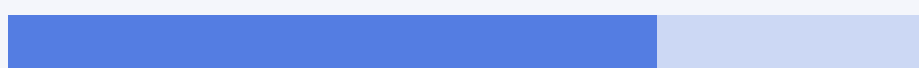


Unfortunately, this is the epitome of finding out that you’re on a need-to-know basis and the client doesn’t think you need to know. What’s worse, this reality could have long-term impacts.

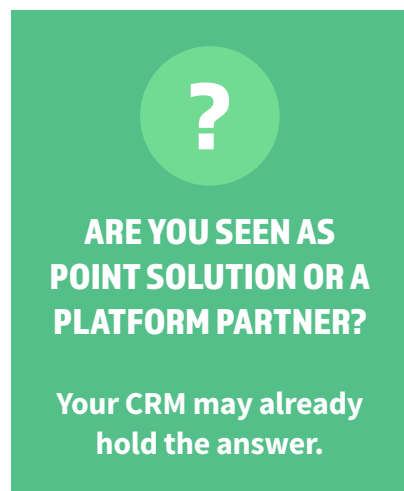
# 71%

*of B2B customers are willing to part ways with a vendor they don’t consider a strategic partner.*

— Gallup, “Guide to Customer Centricity,” 2016



### 2 Your win rate on qualified opportunities is 42% or less, not 58%.



**TRUE PLATFORM-DRIVEN COMPANIES**

*reported an average win rate of*

# 58%

*while point solutions reported a 42% win rate over the same period.*

— SaaSletter, “Platform vs Pure Plays,” 2023

### 3 During the sales cycle, the prospect’s VPs and CXOs don’t come to the table.

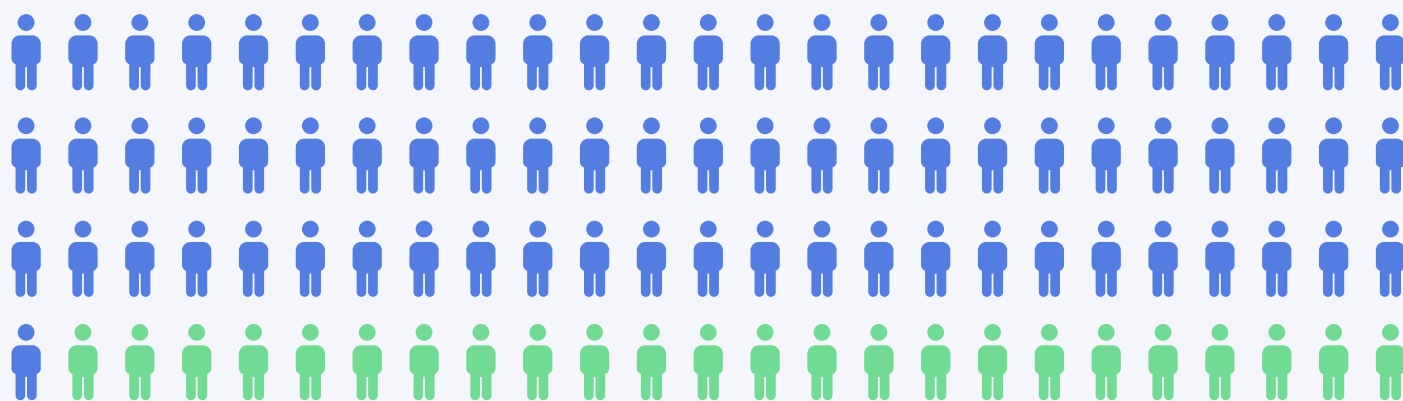
— Cross-functional leaders are responsible for —  
**TRANSFORMATIONAL SOLUTIONS, NOT POINT SOLUTIONS.**



A platform sale almost always involves executives because they are held accountable for long-term growth.

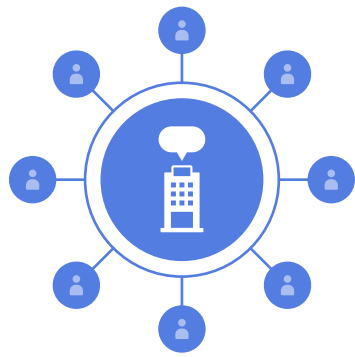
# 76%

*of B2B buyers say their most complex purchases involve input from four or more people across departments.* — Gartner, “B2B Buying Journey Research,” 2025

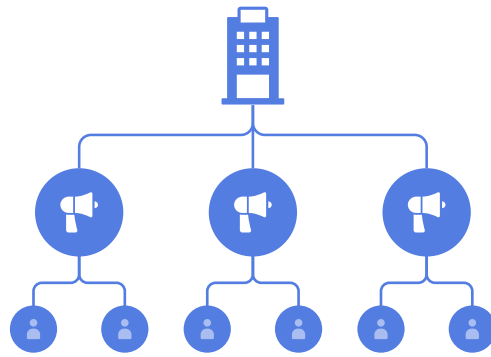


### 4 You are losing inside sales opportunities to competing vendors.

Without a cohesive platform story, buyers may not even realize there are complementary offerings.



A platform company can market a “big story” once and sell across the entire customer journey.



A product company must run separate campaigns and nurture more individual leads.

Moreover, these substantial marketing investments will drive up your customer acquisition cost.

### 5 You lose net new deals to other platform companies.

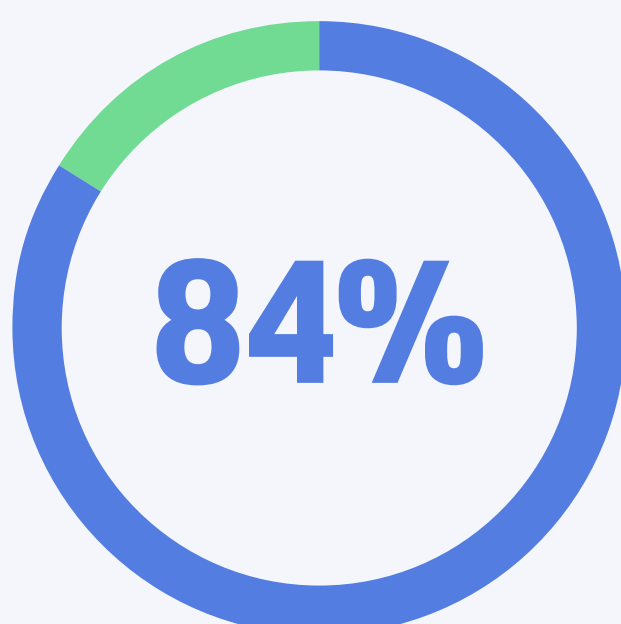
**EVEN IF YOU HAVE THE SUPERIOR LINE OF PRODUCTS, YOU WILL LOSE TO A COMPETITOR IF THEY HAVE A BETTER STORY TO TELL.**



Buyers see vendors of point solutions as people who can solve a problem.



Buyers see vendors of platforms as people who can prevent problems from occurring.



*of B2B buyers prefer to purchase one tool that solves multiple business problems, rather than cobbling together several point solutions.*

— Building Platforms vs. Point Solutions, LinkedIn