

A QUICK GUIDE BY SHAFQAT JILANI

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FUN FACTS OF B2B SELLING IN PAKISTAN

EYE-OPENING INSIGHTS FOR
SMART SALES PROFESSIONALS

Real-World Stats, Surprising Truths & Powerful Takeaways to
Elevate Your B2B Sales Game

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Eye-Opening Insights for Smart
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By

Shafqat Jilani

Corporate Trainer & Consultant

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THE B2B MARKET IN PAKISTAN IS HUGE – AND GROWING

- **Size:** Estimated at over PKR 3.5 trillion annually, encompassing manufacturing, services, wholesale, and imports.
- **Growth rate:** Around 8–10% annually, driven by digitization and SMEs.
- **Fun fact:** More than 80% of business transactions in Pakistan are B2B in nature, even for industries like FMCG or agriculture.

PROCUREMENT OFFICERS STILL LOVE RELATIONSHIPS

- **65% of B2B buyers in Pakistan** rely on **referrals, networking, or prior relationships** when selecting vendors.
- **Fun fact: Tea meetings and post-lunch office visits** still close more deals than cold calls or emails!

WHATSAPP IS THE UNDISPUTED KING

- **More than 70% of B2B communication in SMEs happens through WhatsApp.**
- **Fun fact:** Some distributors **close multi-million-rupee contracts** entirely on WhatsApp—without a single formal quotation!

DIGITAL IS RISING BUT SLOW

- Only **18–20% of B2B sellers in Pakistan** have a proper **online presence** (website, social media, SEO, etc.).
- **Fun fact:** A local business with a basic SEO-optimized website gets **4x more leads** than those relying solely on offline channels.

LINKEDIN = GOLD MINE (BUT UNDERUTILIZED)

- Pakistan has **over 7 million LinkedIn users**, but only **5–8% of businesses actively use LinkedIn** for B2B lead generation.
- **Fun fact:** A single, well-crafted post on LinkedIn can reach **10x more qualified leads** than a costly sales call campaign.

B2B BUYERS ARE YOUNGER & SMARTER

- The average B2B decision-maker age in Pakistan has dropped to **35–38 years.**
- **Fun fact:** They **Google your company** before they ever reply to your sales call.

TRUST STILL BEATS TECH

- **Over 60% of B2B deals** are delayed or lost due to **lack of trust, unclear proposals, or overpromising.**
- **Fun fact:** A sales rep with honest communication and realistic timelines is **70% more likely** to get a callback in Pakistani markets.

CORPORATE TRAINING IS A GATEWAY

- B2B training services in Pakistan are valued at over **PKR 6 billion annually**, especially in banking, textiles, pharma, and telecom.
- **Fun fact:** A successful training engagement often leads to **long-term consulting, tech integration, or retainer projects.**

THANK YOU FOR READING!

Shafqat Jilani

I hope these fun facts inspired new thinking, sparked curiosity, and helped you look at B2B selling in a whole new way.

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Ready to Elevate Your Sales Strategy?

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