

RESEARCH:

71% of B2B researchers start with a generic search — rather than searching for a particular company. (Fronetics)

Buyers are digitally empowered; 68% of B2B customers prefer to research independently online (Forrester)

Self-directed; 60% prefer not to interact with a sales rep as the primary source of information (Forrester)

62% say they can now develop selection criteria or finalize a vendor list — based solely on digital content (Forrester)

Whilst researching, buyers of categories such as "Security Software" put the sales-rep-in-person #6 after Tech Info Websites, Tech Analysts, Vendor Websites, Peers and IT Forums (Forrester)

15% of the customer purchase process consists of untangling conflicting information (Gartner)

88% of B2B customers say that the information they find online is of high quality (Gartner)

NEED RECOGNITION:

This is the only process step that is never skipped...

62% of B2B buyers say a web search is one of the first 3 resources they use to learn about a solution (Demand Gen Report)

B2B buyers spend 2 hours per day on their mobile devices (Google & BCG)

Solutions that solve a pain point were ranked 84% of importance to buyers (Demand Gen Report)

90% of B2B decision makers never respond to any form of cold outreach (Kevin Scott, LinkedIn EMEA)

RESEARCH EVALUATION:

Also known as the Evaluation of Alternatives stage.

95% of B2B customers said they would stay loyal to a brand they trust (Salesforce)

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People usually overestimate how much information they need (Harvard Business Review)

Buyers are 57% of the way down the sales path by the time they engage with a brand's website (Fronetics)

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B2B Insights that
shine a light on the
state of the modern
Buyer Decision
Process

DECISION:

Suppliers that make buying easy are 62% more likely to win premium sales (Harvard Business Review)

69% of buyers said the most influential aspect of vendors' websites is relevant, tailored content (Demand Gen Report)

The average size of the decision-making unit has grown to 6.8 members (Harvard Business Review)

POST-PURCHASE EVALUATION:

40% of B2B buyers experience post-purchase doubts (Harvard Business Review)

70% of survey respondents said timeliness of a vendor's response was one of the reasons they selected a winning vendor — whilst poor timing led to unhappy purchase decisions (Demand Gen Report)

A proactive, prescriptive sales approach can reduce post-purchase regret by 50% (Harvard Business Review)