BUYERSPHERE REPORT 2015

A COMPREHENSIVE SURVEY INTO THE BEHAVIOURS AND ATTITUDES OF THE B2B BUYER

Produced by Base One and B2B Marketing

In association with McCallum Layton and Research Now

INTRODUCTION - THE FINE ART OF METAL-DETECTING

There's treasure out there. The problem is finding it.

And so it is in the world of market research. If you look deep into the data of the Buyersphere Report you may find insight that could prove hugely valuable.

The Buyersphere Report has become established as one of the most eagerly awaited and enlightening annual research projects in the B2B space. The reason is simple. It doesn't tell you what marketers think: it tells you what buyers do.

By analysing the motivations behind supplier choices we aim to uncover the behaviours that characterise the B2B buying process. We asked direct questions of seasoned B2B buyers and got some fascinating answers, all detailing what they actually did in preparing for a recent large business purchase (qualified as over £20k). Who was involved in the purchase? What information did they seek? From whom? And in what format? Did they use social media? And - revealingly - what were the marketing traits of the successful suppliers that made them ultimately preferable to the also-rans?

The Buyersphere is essential reading for B2B marketers - but is there really treasure to be found in these pages? Because brands, products, audiences and markets differ enormously, a single report such as this cannot possibly promise to find the answers to your problems. But this is why market research is a little like metal detecting. Whether there is anything of value to be found, only you can decide. We can't give it to you. But by presenting the data in a clear and original way, we can show you where to start digging.

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Contents

p.3 **ABOUT THE SURVEY**

p.13 **DECISION-MAKING UNITS:**
Who actually does the buying?

p.28 **INFORMATION USED IN THE PURCHASE PROCESS:**
What kind of content do buyers really use?

p.45 **SOCIAL MEDIA:**
Does it really work in B2B?

p.52 **SECRETS OF THE SUCCESSFUL SUPPLIER:**
What did winning suppliers do that the also-rans didn't?

p.60 **A WORD OF THANKS**

ABOUT THE SURVEY

The buyers and their purchases

The Buyersphere survey was conducted online, administered and analysed by market research specialists McCallum Layton, among business respondents provided by online panel provider Research Now. This is the fifth survey in a series started in 2010.

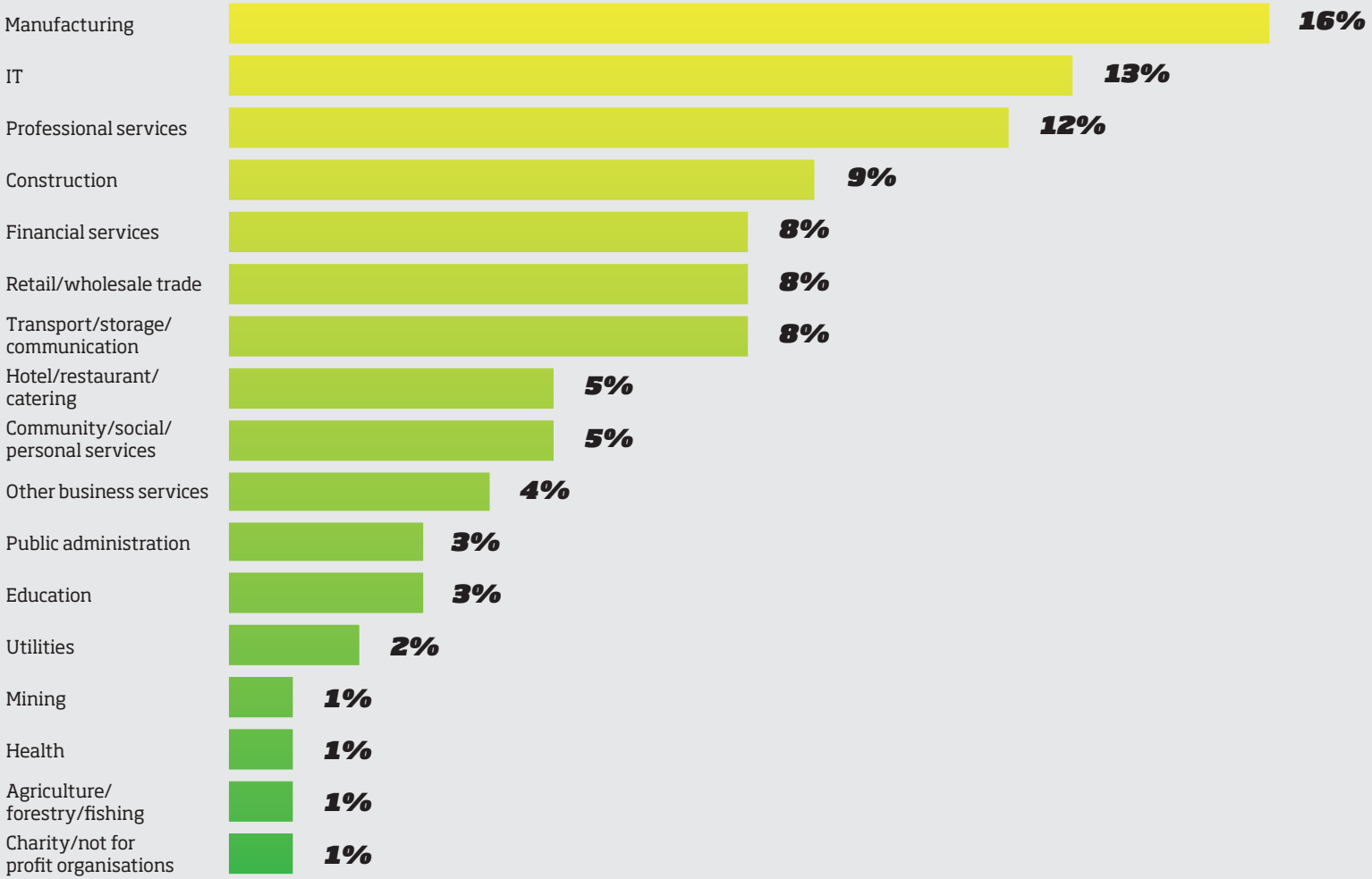
All respondents have been personally involved in the decision-making process for any type of purchase over £20k that had been completed on behalf of their business in the last 12 months – many of the survey questions focus on this particular purchase, to provide results that are specific to actual experiences and decisions. In total, 211 business purchasers have taken part in this year's survey, with the fieldwork carried out in December 2014.

Further information on the respondents and their purchases are given in the following pages.

THE ORGANISATIONS REPRESENTED

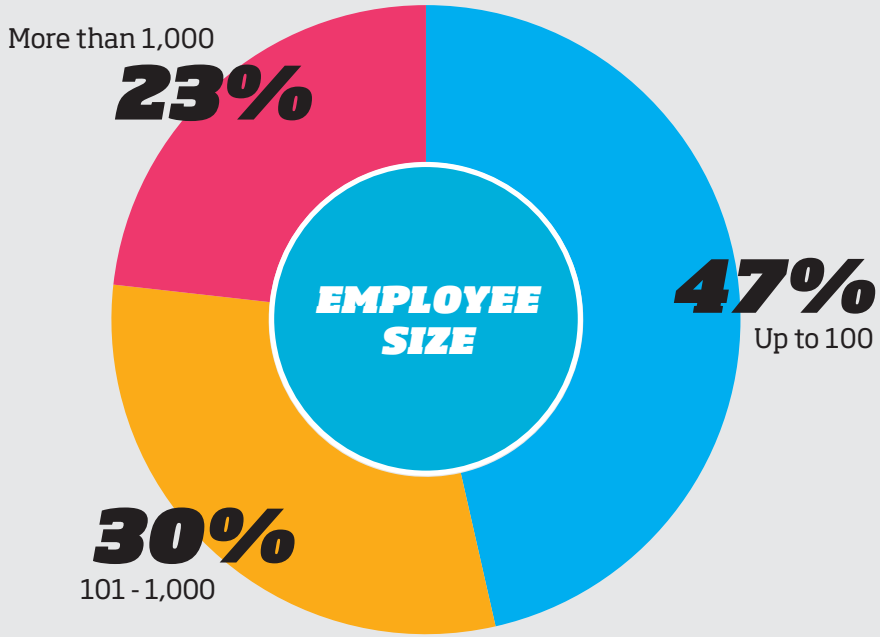
The survey sample covered a wide range of business sectors.

Main business activity:



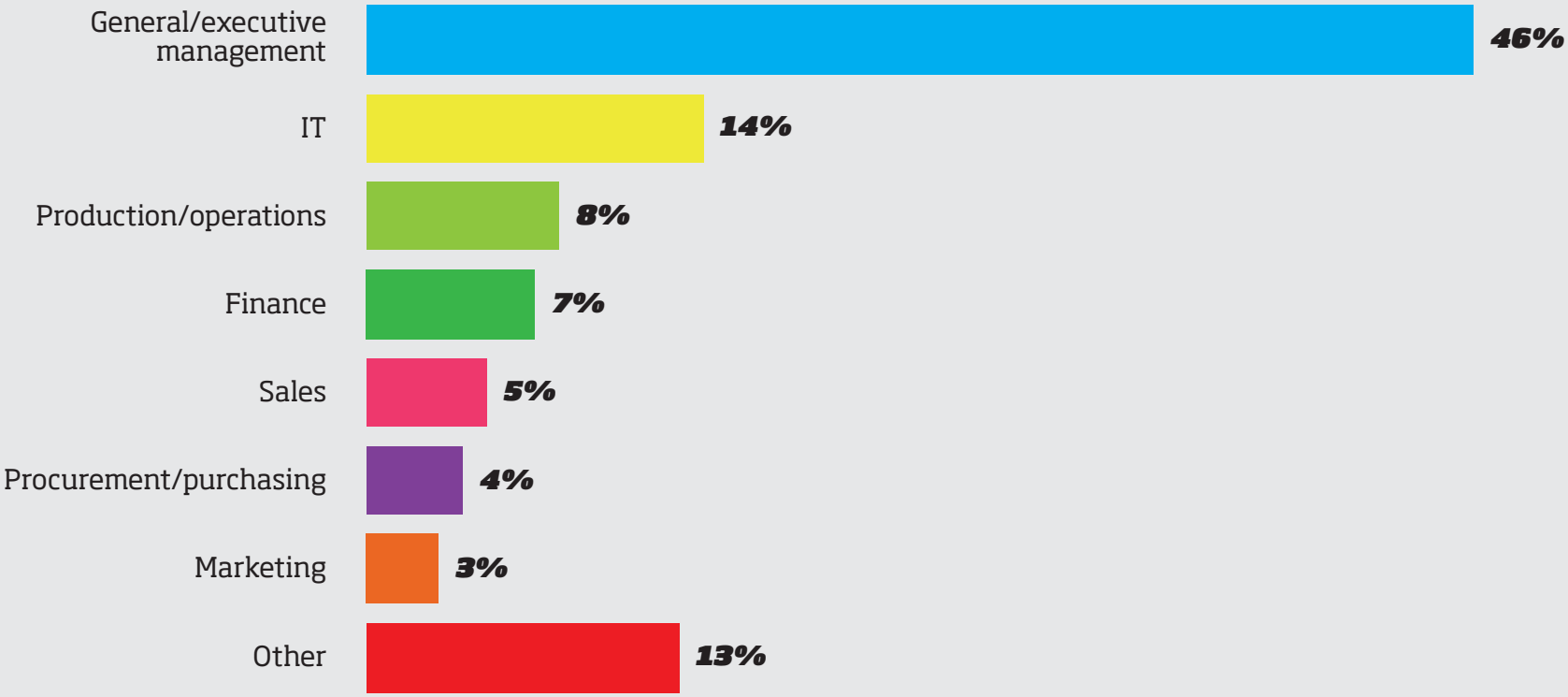
Base: all respondents (211)

The organisations represented by the survey sample varied considerably by size:



PROFILE OF RESPONDENTS

Respondent job role:

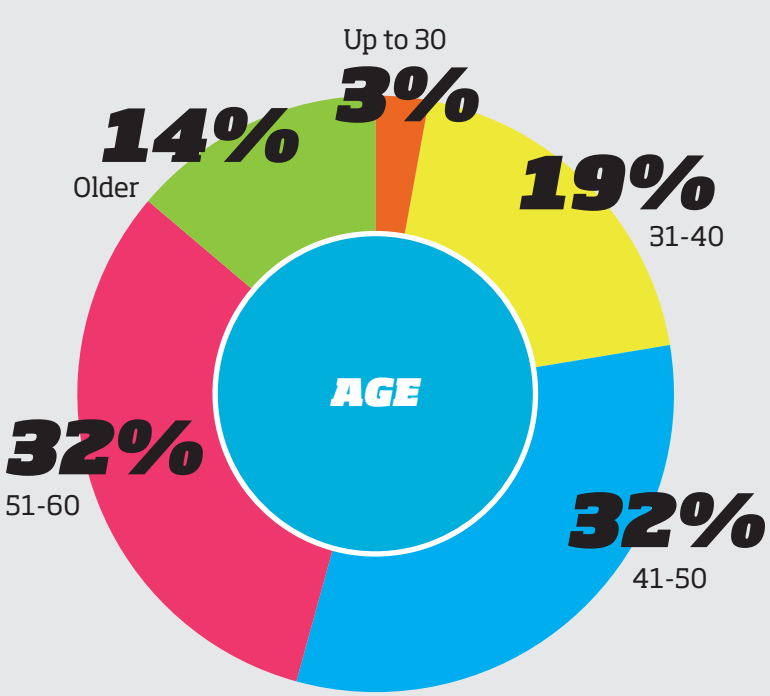


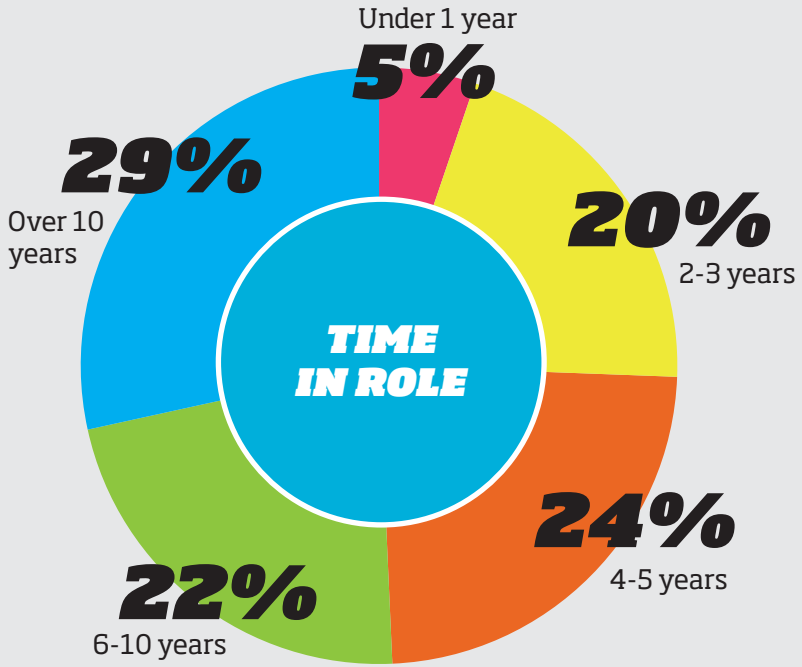
Base: all respondents (211)

RESPONDENTS

Over half of respondents indicated that they were the ultimate decision-maker for the business purchase under discussion.

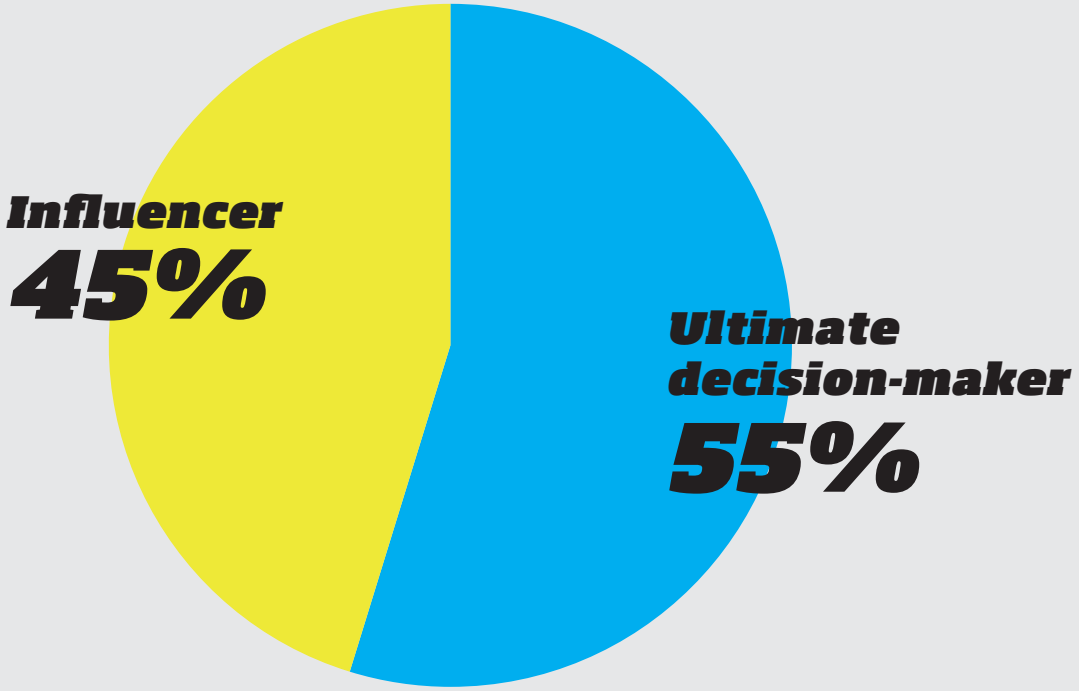
Respondent age and time in current role:





Base: all respondents (211)

Respondent's role in the decision-making process:

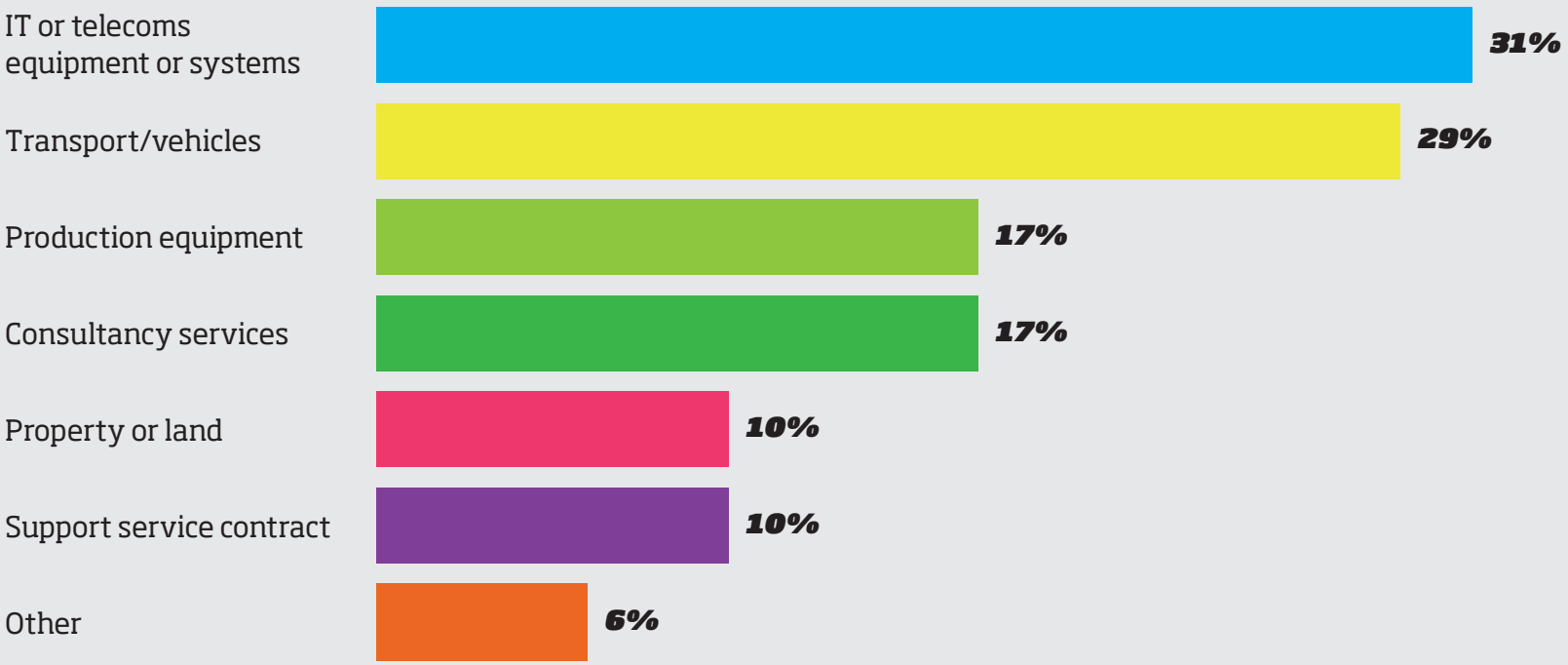


Base: all respondents (211)

THE BUSINESS PURCHASE

The recent purchase over £20k made on behalf of their organisation often related to IT systems, transport or equipment required for the operation of the business.

Nature of the business purchase:

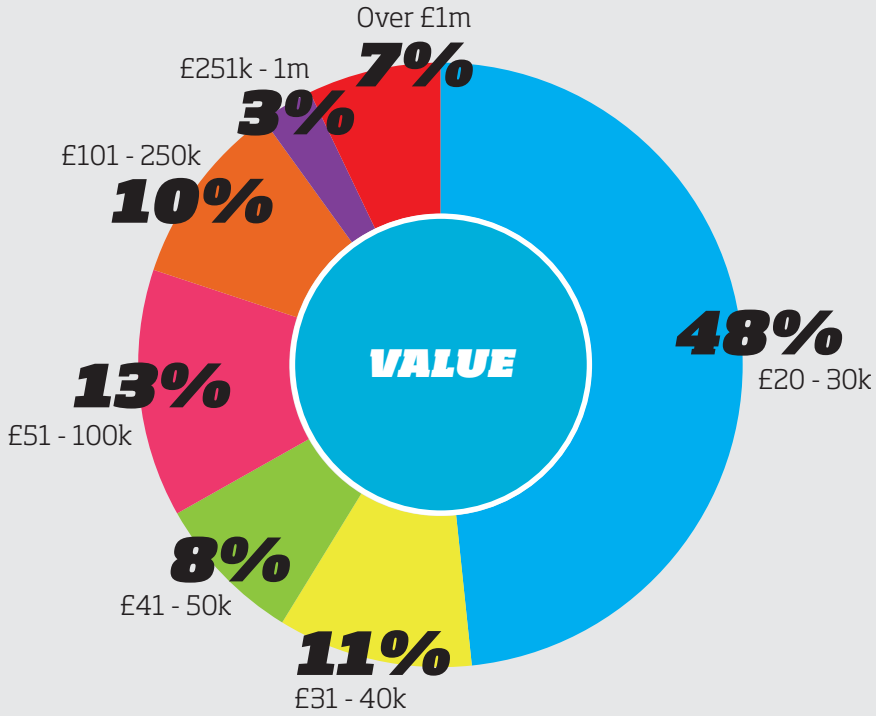


Base: all respondents (211)

Large organisations of more than a thousand employees were more likely to have made IT related purchases, while smaller organisations were more likely to have made a transport purchase.

The value of the recent purchase over £20k made on behalf of their organisation varied considerably, from £20k to well over £1m.

Value of the business purchase:

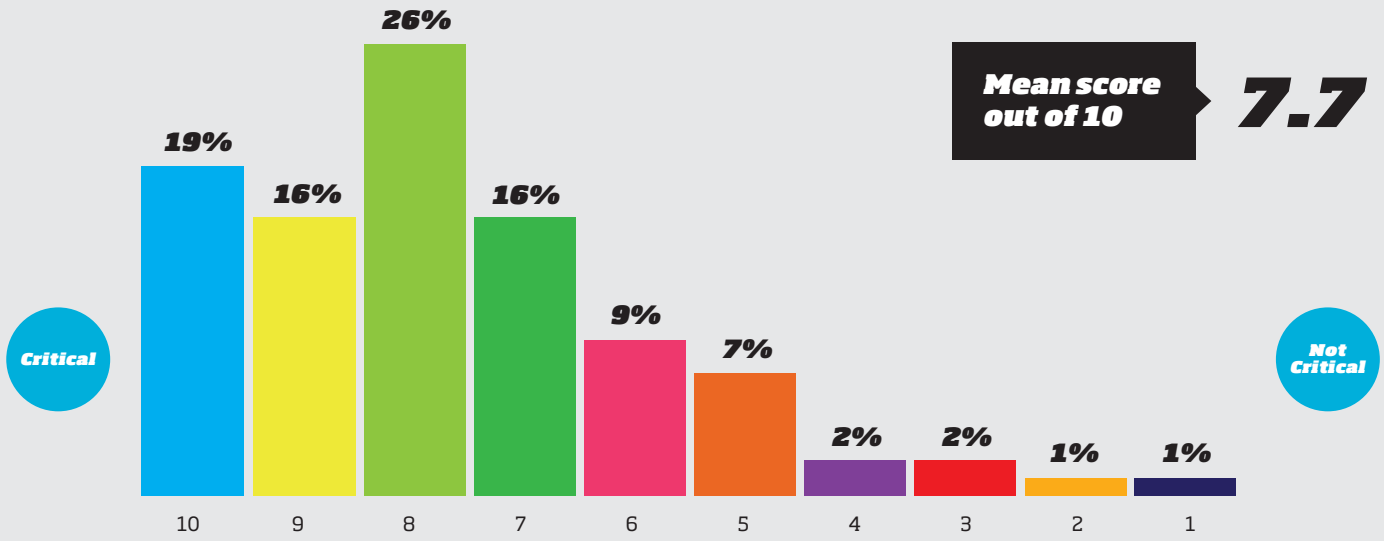


Base: all respondents (211)

The mean average purchase value was £732k. Excluding some very large outliers, a more representative average was £69k. The size of the purchase in monetary terms increased with the employee size of the company - larger organisations making the larger purchases, on average.

When asked how business critical this purchase was to their company, respondents scored this out of ten as follows.

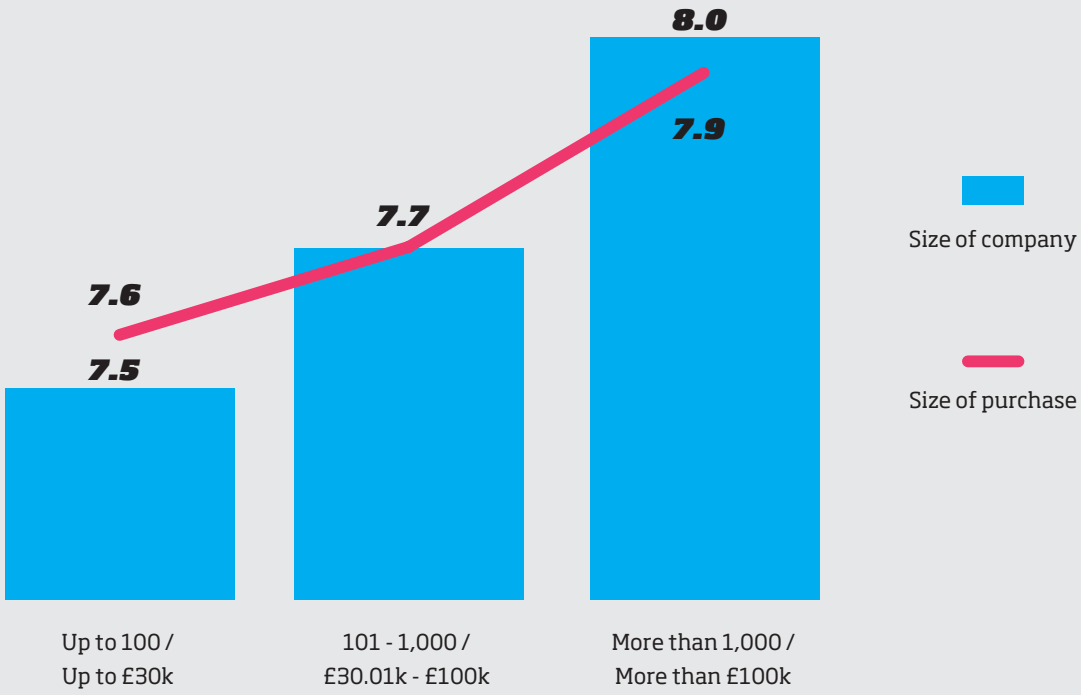
Rating of how business critical the purchase was:



Base: all respondents (211)

The extent to which the purchase was business critical increased both with the value of the purchase and the size of the company.

Business critical rating by size of company and size of purchase:



Base: all respondents (211)

78% of respondents said that this purchase was of a product or service that their business had had some experience of buying before; for a fifth, then, this was new territory for the company.

1

DECISION-MAKING UNITS

Who actually does the buying?

It may be called business-to-business – but it's people who do the buying.

But which people, exactly? Is it the CEO or company owner calling all the shots? Or is it delegated to the procurement department? How many people are we talking about? Does the FD really hold the purse strings? And how do all these people act at different stages of the process?

With so many questions unanswered, it's no surprise that many marketers see the B2B decision-making unit as a strange and mysterious beast. This section is all about debunking the myth and taking a look at the real people who make the real buying decisions.

DECISION-MAKING UNITS
HIGHLIGHTS

I.T. are more likely to be involved in researching solutions than final supplier selection.

Sales are more likely to be involved than procurement at the start of the buying process.

Business leaders and FDs are involved at the start and end of the process. The job of selecting the short list is left to others.

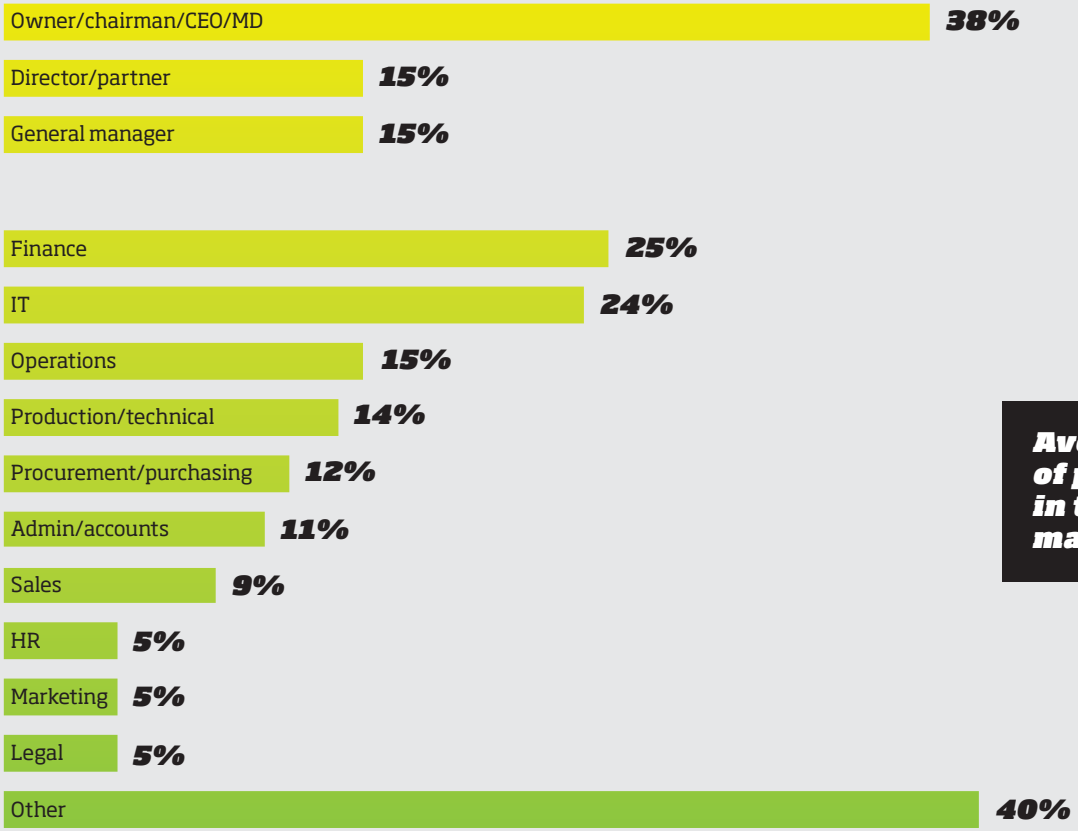
Procurement departments were involved in only 12% of purchases.

CEOs are involved in 38% of final decisions, finance in 20%, procurement in just 6%.

PEOPLE INVOLVED IN THE PROCESS

Respondents were asked to list the job roles of all of the people who had been involved at any stage in the decision-making process for this particular business purchase.

All involved in the process:

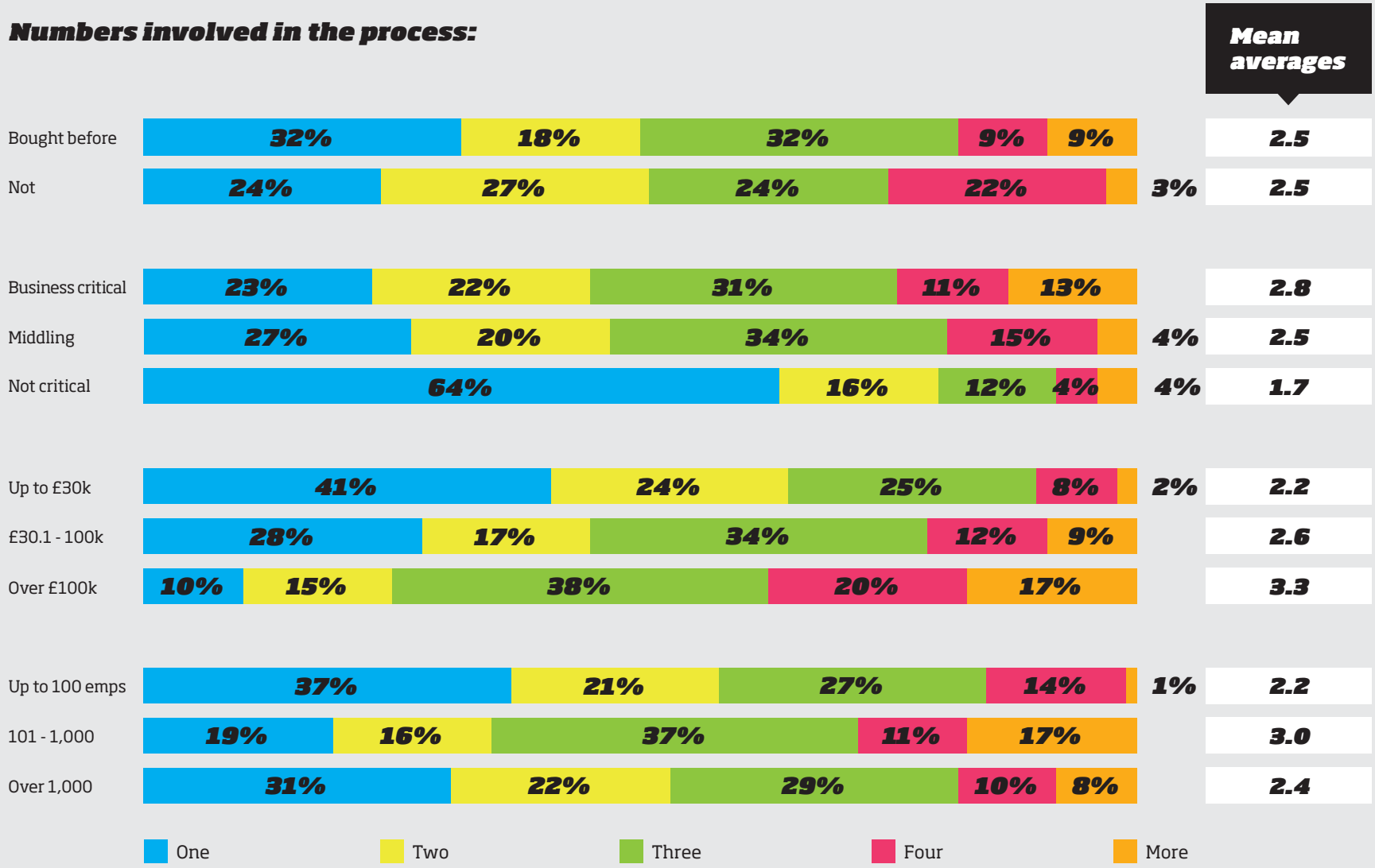


Average number of people involved in the decision making process **2.5**

Base: all respondents (211)

On average, 2.5 people had been involved. This varied considerably, however, according to the nature of the purchase.

Numbers involved in the process:



Base: all respondents (211)

On average, there was no difference in the number of people involved, according to whether or not the purchase had been something the company had some experience of buying before. However, the numbers involved increased with the size of the investment and the extent to which the purchase was business critical.

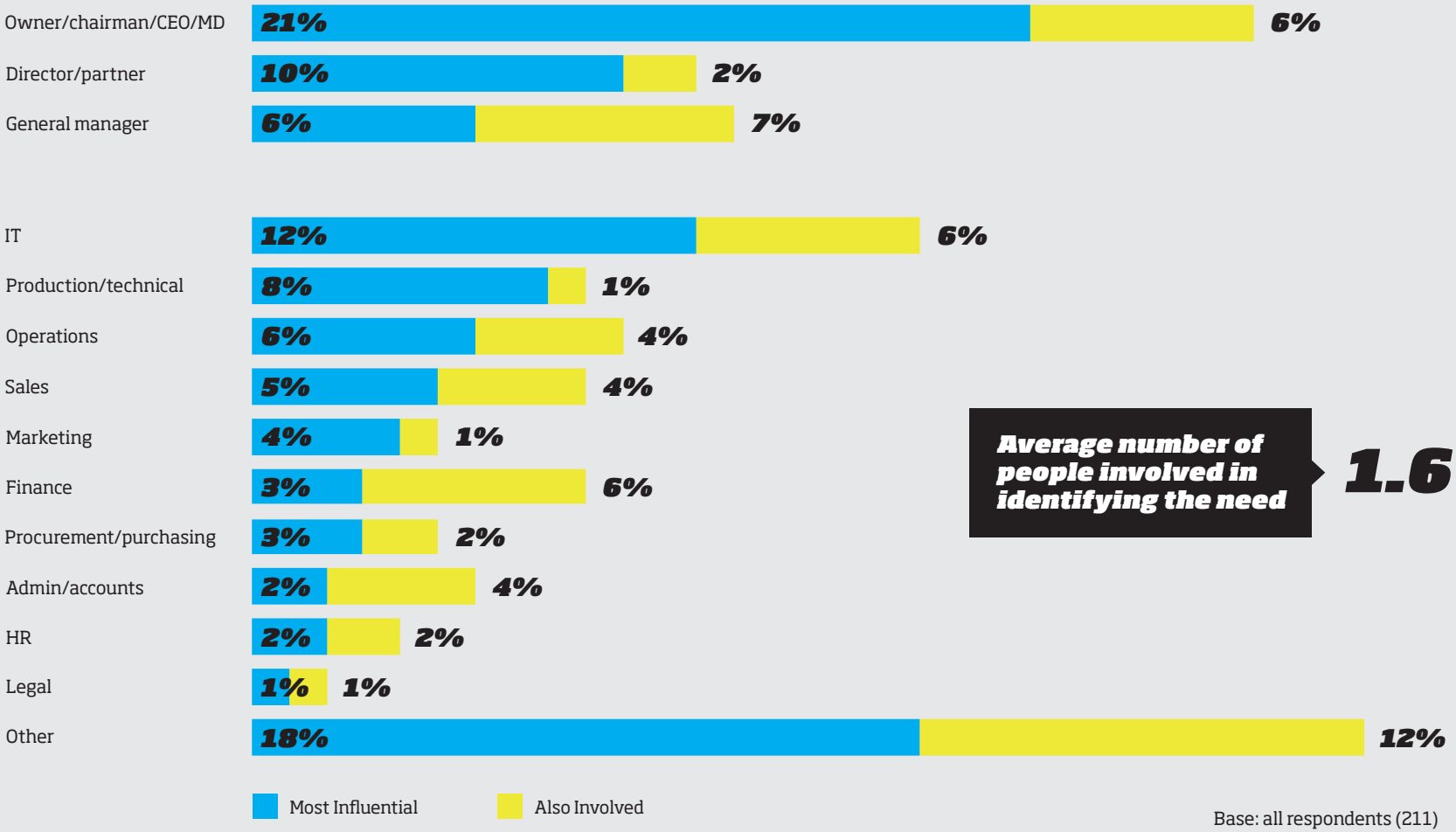
More people had been involved in the medium-sized companies than in the larger and smaller ones.

Respondents were then asked which of these people had been involved, and who had been most influential, at each of the four key stages of the decision-making process:

- Identifying the need
- Researching potential suppliers for this purchase
- Researching potential solutions to this business need
- Making the final decision about the purchase

Base: all respondents (211)

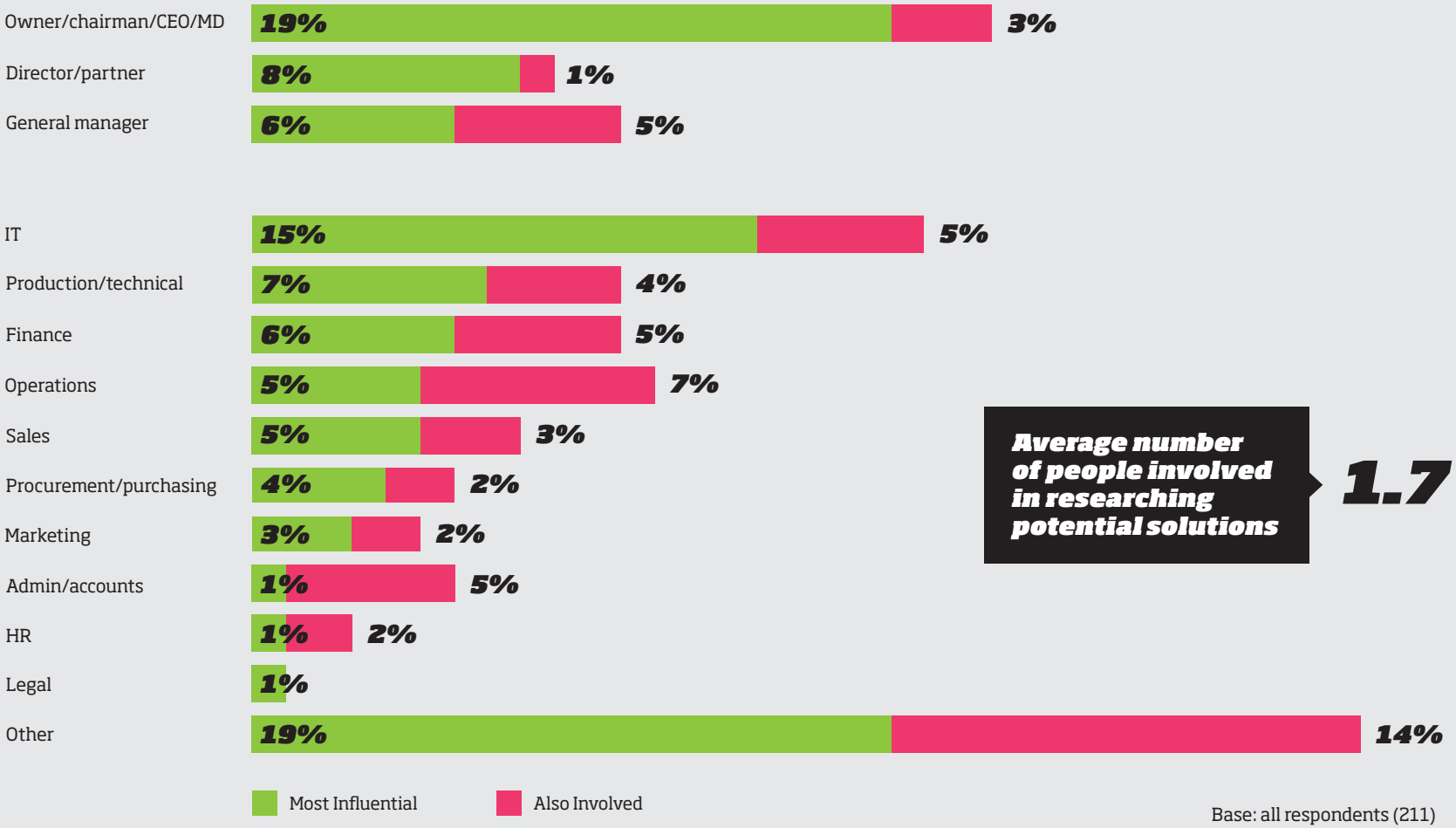
Identifying the need:



Average number of people involved in identifying the need **1.6**

Base: all respondents (211)

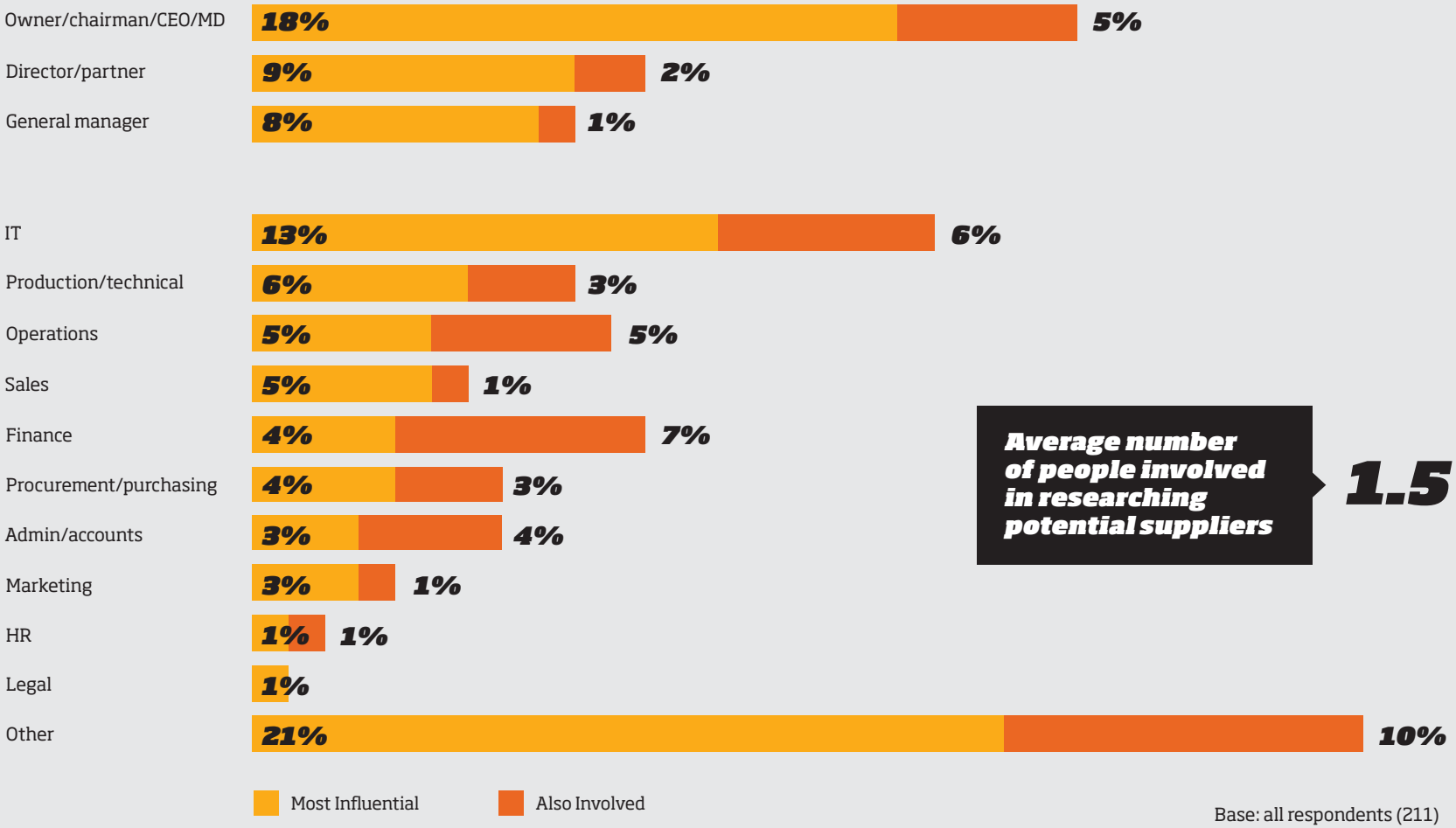
Researching potential solutions:



Average number of people involved in researching potential solutions **1.7**

Base: all respondents (211)

Researching potential suppliers:

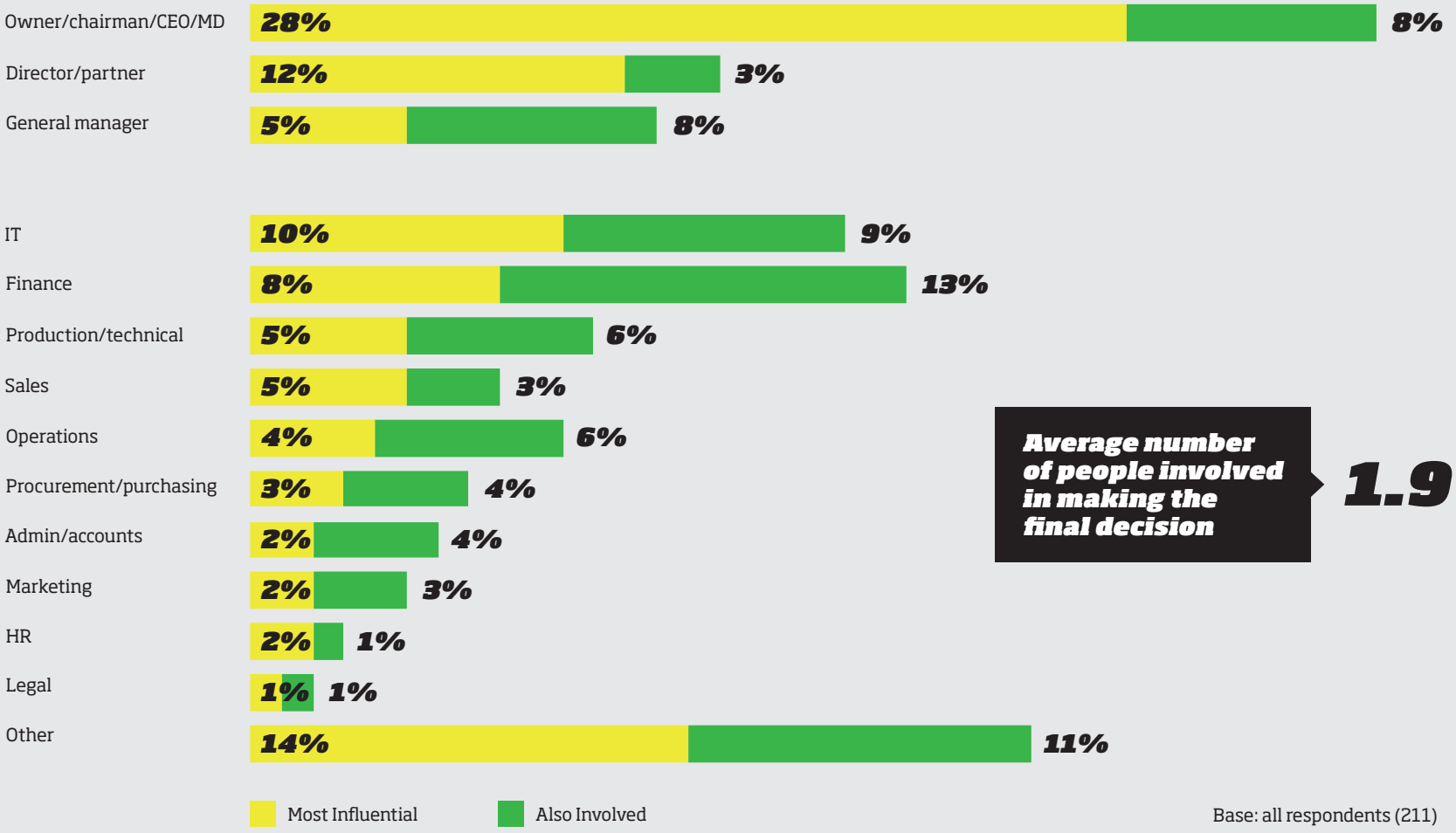


Average number of people involved in researching potential suppliers

1.5

Base: all respondents (211)

Making the final decision:



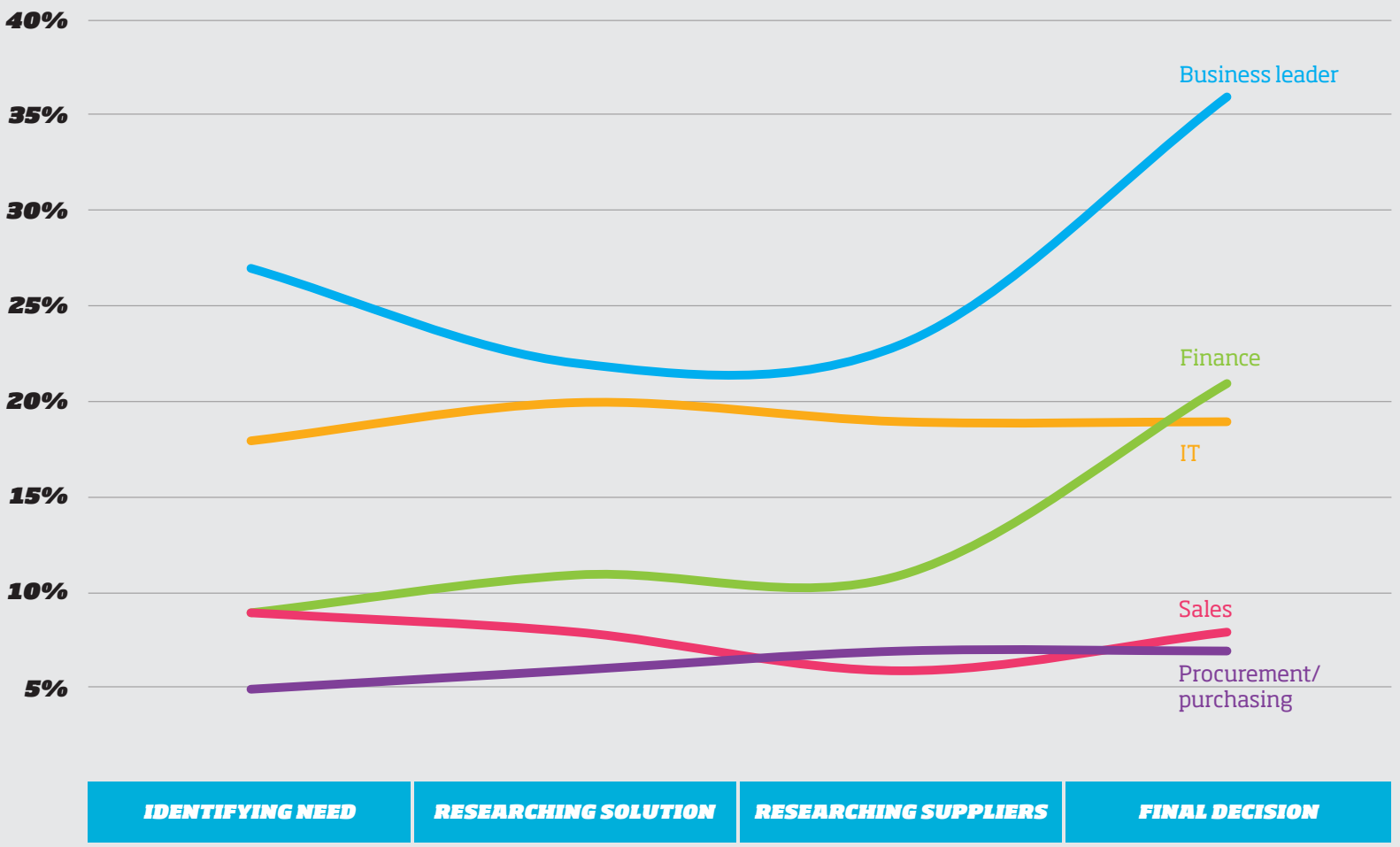
Average number of people involved in making the final decision **1.9**

Base: all respondents (211)

Throughout, a senior business leader (the owner, chairman, CEO or MD) often played a very active role. Interestingly, procurement/purchasing was only involved in a relatively small number of cases. The same is true of sales and other directly customer-facing roles.

As would be expected, the business leader was typically more involved at the beginning and end of the process. Finance also played a more active role the final stage of making the decision, than earlier on.

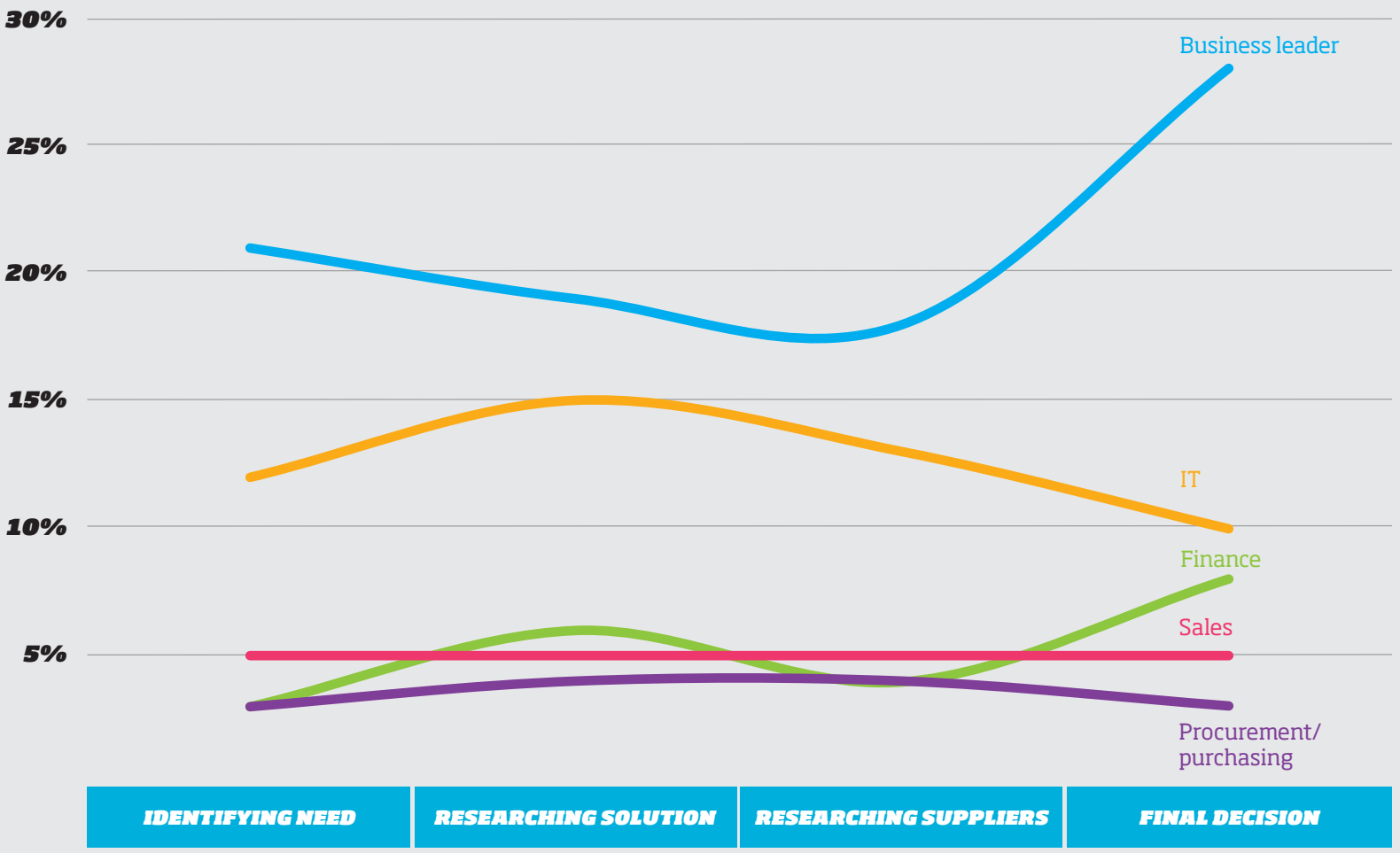
Involved at all at each stage:



Base: all respondents (211)

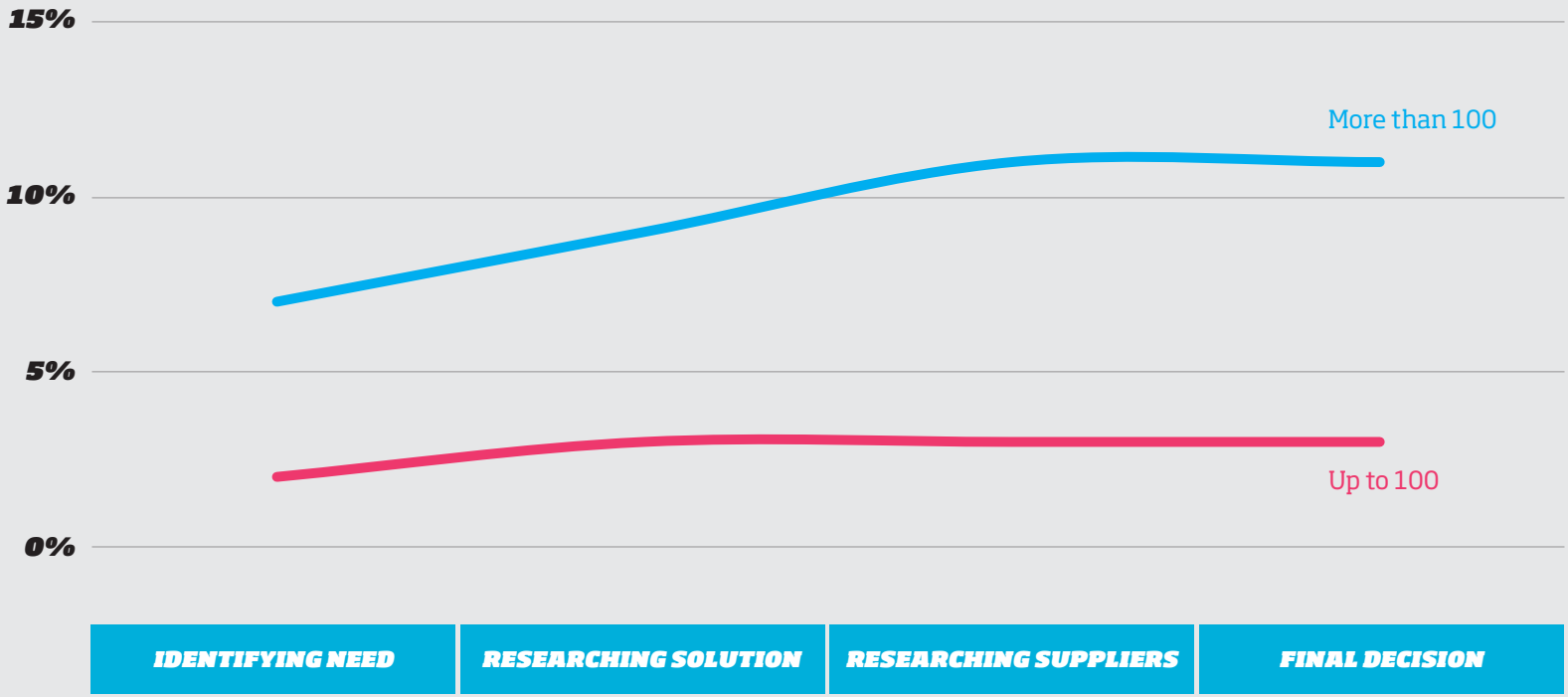
Looking just at those roles that were most influential at each stage, a similar pattern emerges.

Most influential at each stage:



Base: all respondents (211)

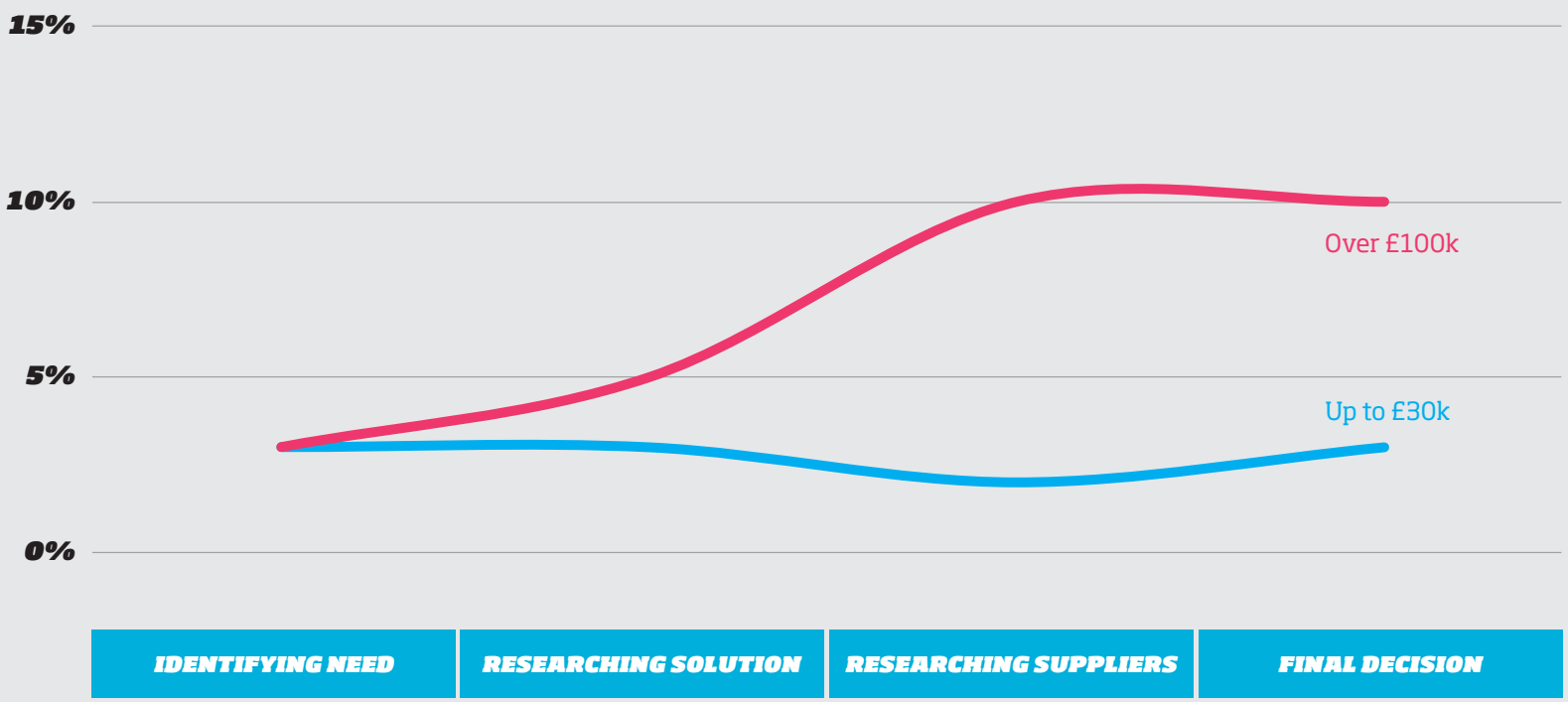
The percentage of procurement professionals involved at each buying stage by company size:



It was noticed that the number of procurement professionals listed as being involved in the buying process was surprisingly low - this chart shows that to some extent at least this is driven by smaller businesses who are not likely to have a specialist procurement employee or team - as business size increases, so do the number of procurement professionals involved. Further to this, it is noticeable in the larger organisations that procurements involvement increases throughout the process; being most involved in researching suppliers and making the final decision.

Respondents were asked to list the job roles of the people involved in the buying process.

The percentage of procurement professionals involved at each buying stage by purchase size:



It was noticed that the number of procurement professionals listed as being involved in the buying process was surprisingly low - as with the chart plotting involvement by company size, this chart shows that procurement involvement increases with size - smaller purchases have less procurement involvement, while with larger purchases over £100k, a quarter list a procurement professional as being involved in at least one stage of the process.

DECISION MAKING UNITS

SO WHAT DOES THIS ALL MEAN?

> The decision-making unit is indeed a complex and unpredictable beast. But we see patterns emerging that can help us look at our own customers and fit in more closely with their requirements during the buying process.
>
> The involvement of the CEO or company owner is fascinating. Whether a small company (where the CEO is playing with his own money) or a larger organisation (where the buck stops at the CEO's desk) the senior buyer clearly has a different set of motivations. The greater involvement at the start of the buying process underlines the importance of strategic messaging. What are the top-level business benefits of your product or brand? What is likely to have started the buying process? These are the things they will want to know about. Don't spend time on detail - that comes later, and it's not their job.
>
> However, the involvement curve of IT is a mirror image of the CEO. They appear to be representative of the 'technical' members of the DMU, who are knowledgeable in specific areas, and use this knowledge to evaluate solutions and suppliers. Whether this is the IT manager buying software, the surveyor buying land or the HR manager buying recruitment services, these influencers know their stuff and need more detail in language that they understand.



“

But the relationship between the two is also worthy of attention. Since these influencers come into their own in the middle of the buying process, we need to think of how they interact. Those charged with evaluating the supplier or solution need to report back to the senior member of the DMU (ie the CEO). They need to impress the boss, but they also need to explain themselves. And once the purchase is made, it will usually be their job to make it happen. So people such as the IT department will need to know how the product or service will work before they will trust you to deliver.

It is worth making separate mention of the role of finance. Involved much more in the final stages, they clearly carry a lot of weight in making the final choice. We also know that pricing information is the information type most eagerly sought in the buying process. Put the two together and it's clear we have to look hard at how we present financial information, pricing options, and help them get a clear view of 'total cost of ownership'.

Whilst we don't want to overlook any part of the decision-making unit, the research suggests that procurement departments are less influential than we may have thought. Even at the final stage of the process - when procurement departments are traditionally asked to negotiate better deals with suppliers chosen by other departments - only 3% of the purchases surveyed saw procurement as most influential. Sales were seen as most influential in 5% of purchases. Seems the buyers don't do much of the buying...

”



2

INFORMATION USED IN THE PURCHASE PROCESS

What kind of content do buyers really use?

If I see another whitepaper about offering '5 tips to greater efficiency', I'll scream.

Or at least it's easy to think that way as a marketer. The B2B world is awash with content, most of it talking about how to use content.

Well here's some more. Except this time, it's the section of the Buyersphere that tells you what those precious buyers are REALLY doing. Are they listening to webcasts, poring over infographics and downloading every handy tip sheet? And where do they go to get this stuff? Who do they listen to and why?

Unravel the secrets of the information gatherers here...

INFORMATION USED IN THE PURCHASE PROCESS

HIGHLIGHTS

Pricing information and product specifications were the most frequently sought types of information.

Larger companies (>100 employees) were twice as likely to seek out expert opinion either from suppliers or from independent analysts.

Larger companies found amateur peer review three times more influential than small companies did.

Smaller companies found factual information more influential than larger companies, especially pricing information and technical product details.

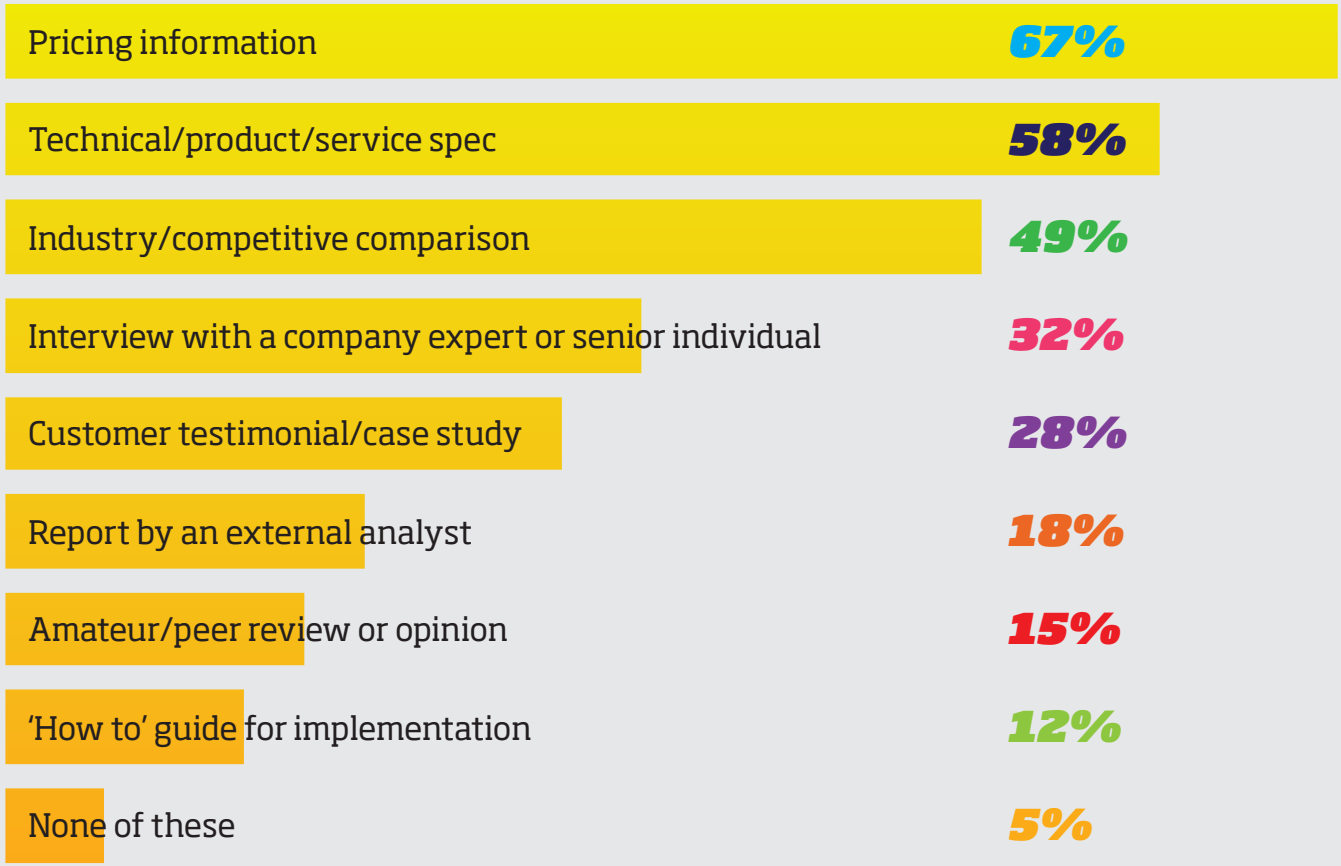
Content from external analysts was seen as the most influential - even though it was the least frequently used.

Under 40s found interviews with experts and how-to guides most influential - but were less influenced by pricing information.

TYPES OF INFORMATION USED

Respondents were asked if they had sought or received any of a given list of types of information, to help them in the decision-making process for this purchase.

Types of information sought/received:



Base: all respondents (211)

Nearly all (95%) had sought or received at least one of these. On average, respondents picked out 2.8 types of information from the list.

Likelihood of having used technical specs increased with how critical the purchase was to the business. Decision influencers were more likely to cite interviews with a senior company representative than decision-makers were.

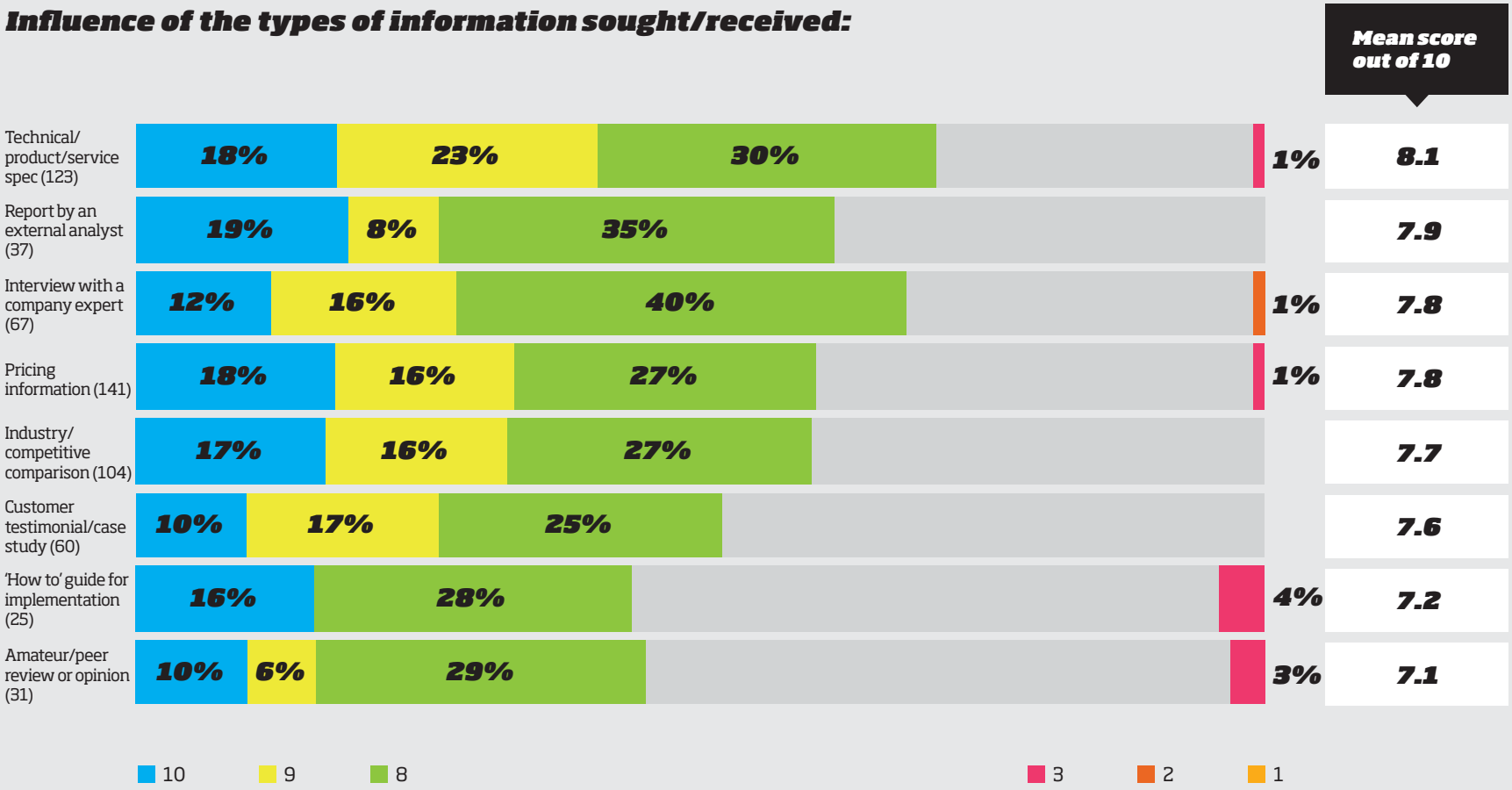
Likelihood of having sought pricing information increased with age, with the youngest least likely (55%) and the oldest most likely (76%) to have done this.

The results this year are very similar to the findings from the 2013 Buyersphere survey on this same question.

Base: all respondents (211)

Those who had used any of these types of information were then asked how influential each had been in helping them in the decision-making process.

Influence of the types of information sought/received:

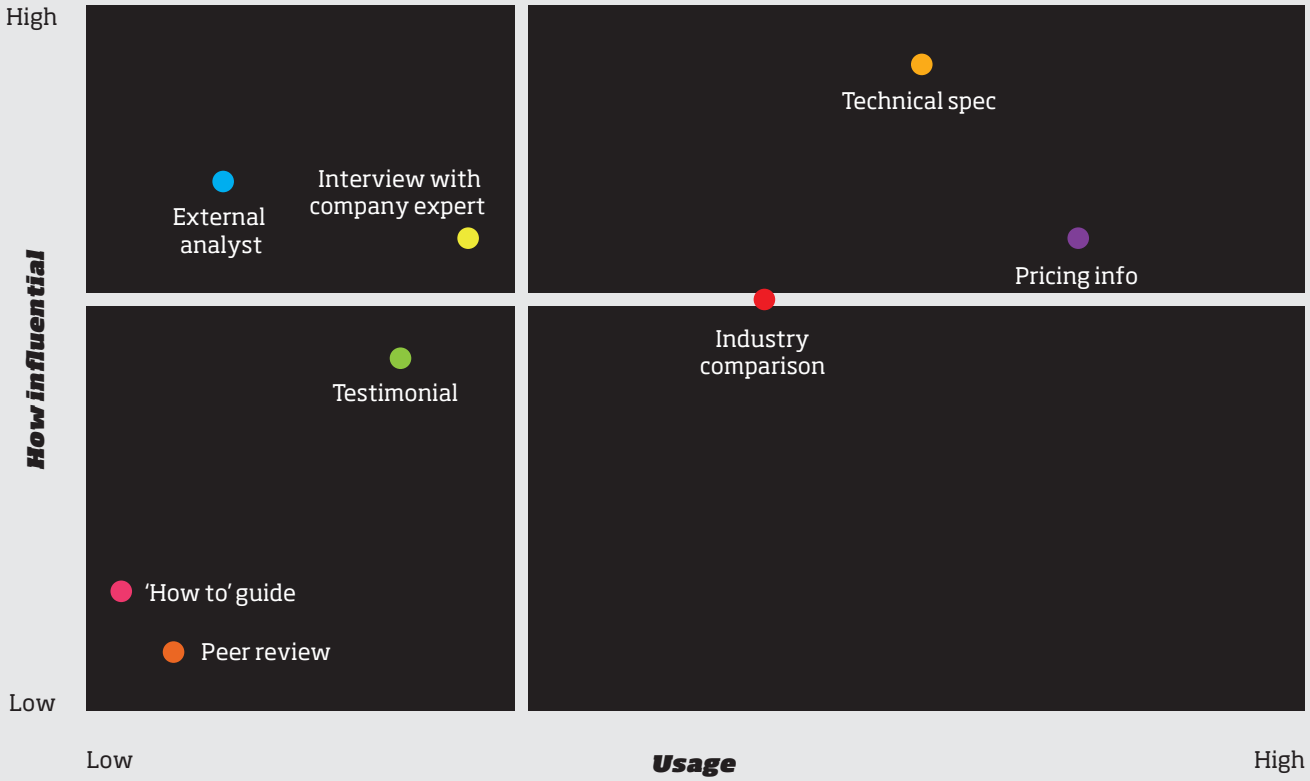


Base: sought/received each type of information (as shown)

Overall, technical specs, external reports and expert interviews were felt to have been the most influential.

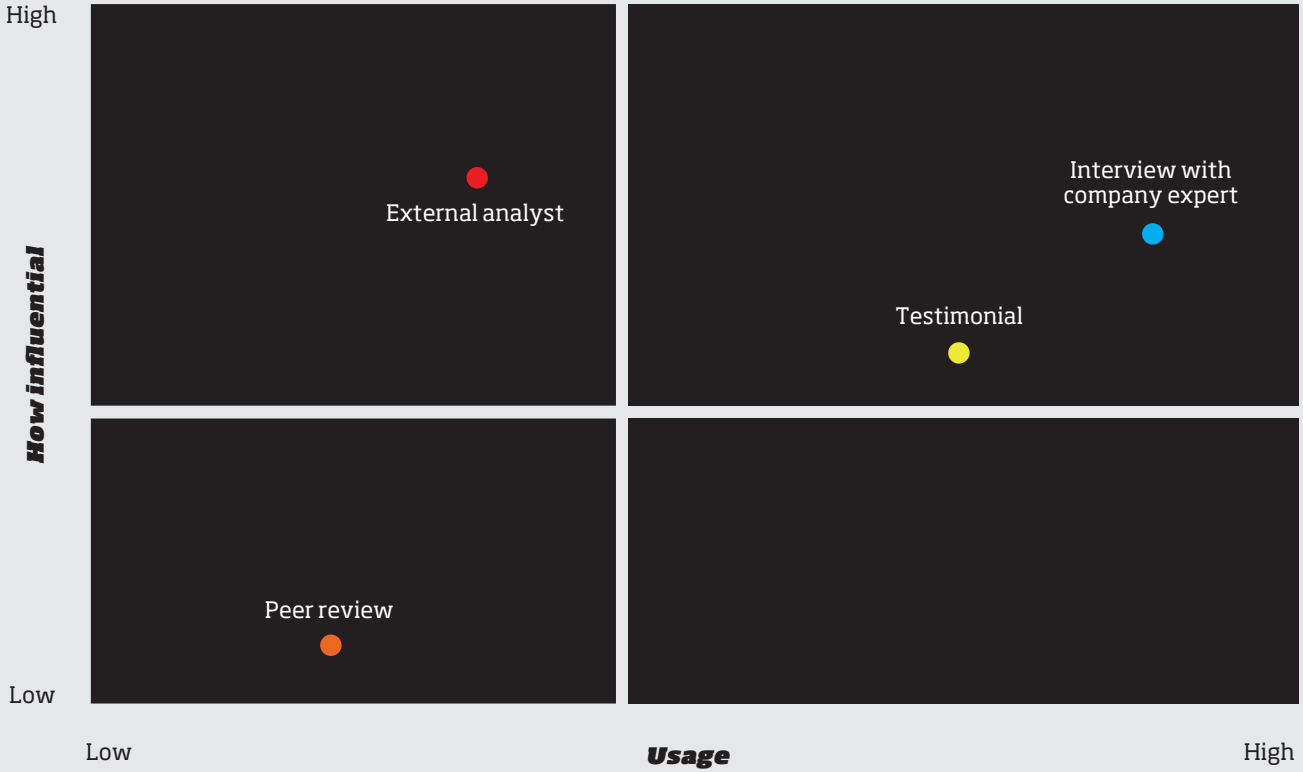
Plotting usage against degree of influence shows technical specs high on both measures. Overall, usage and influence of 'how to' guides and amateur peer review emerge much lower.

Types of information sought/received - usage by influence:



Base: all respondents (211)

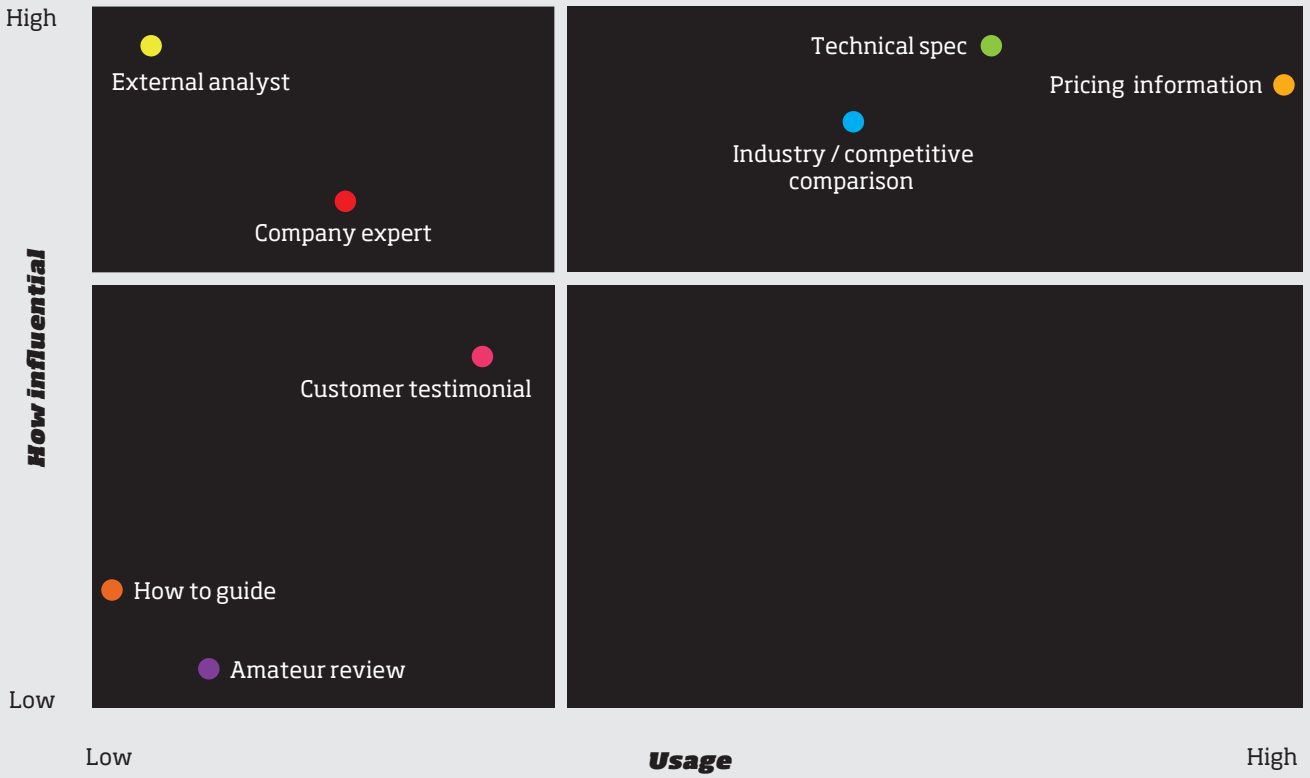
Usage against influence of information types, excluding pricing info, technical specs, how-to guides, and industry comparisons:



Base: all respondents (211)

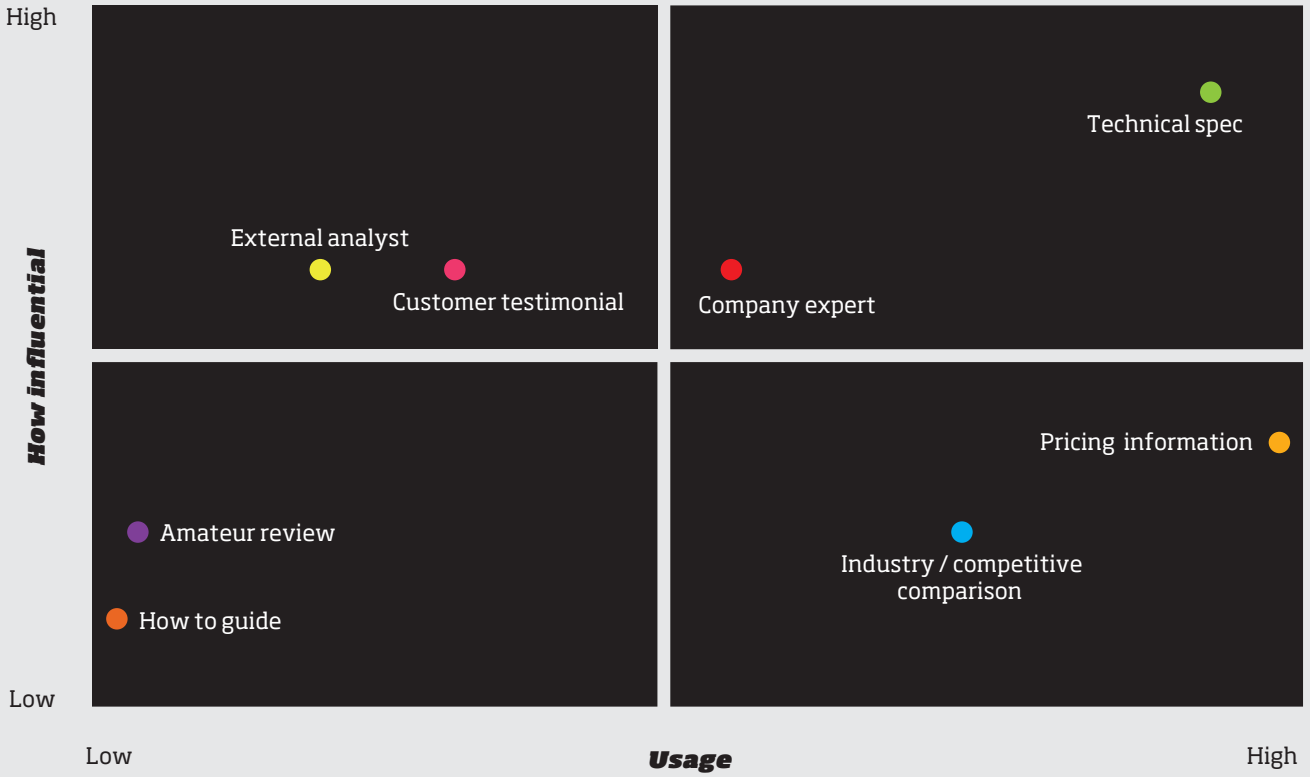
When the ubiquitous information factors are removed from the usage and influence chart it reveals the relative usage and influence of sources that offer human opinion, rather than rational hard facts. It shows that interviews with company experts and testimonials are both well used and influential information types - while reports from external analysts are less widely used but seen as highly influential.

Usage against influence of information types by company size - up to 100 employees:



Base: all respondents (211)

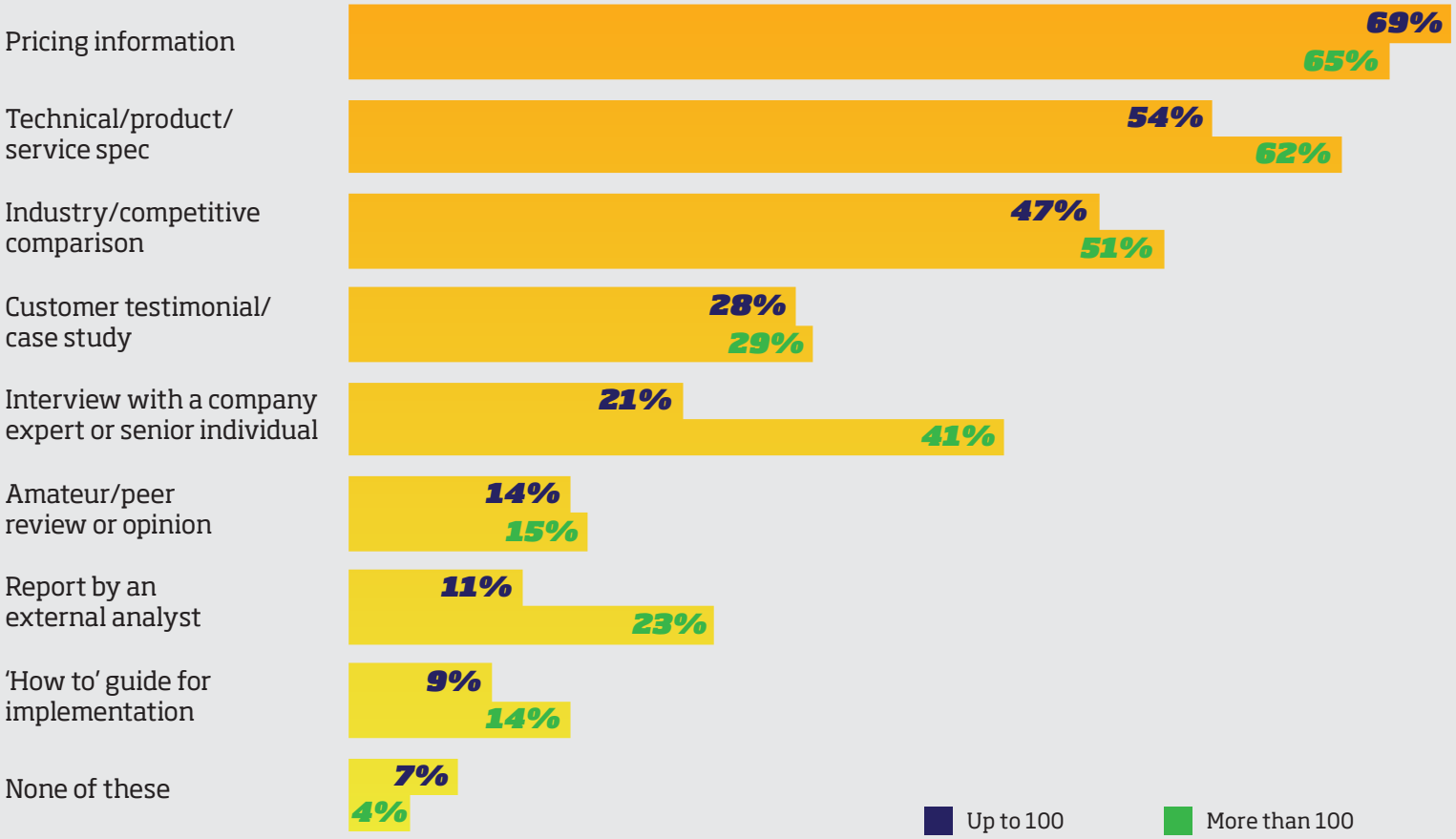
Usage against influence of information types by company size - more than 100 employees:



Base: all respondents (211)

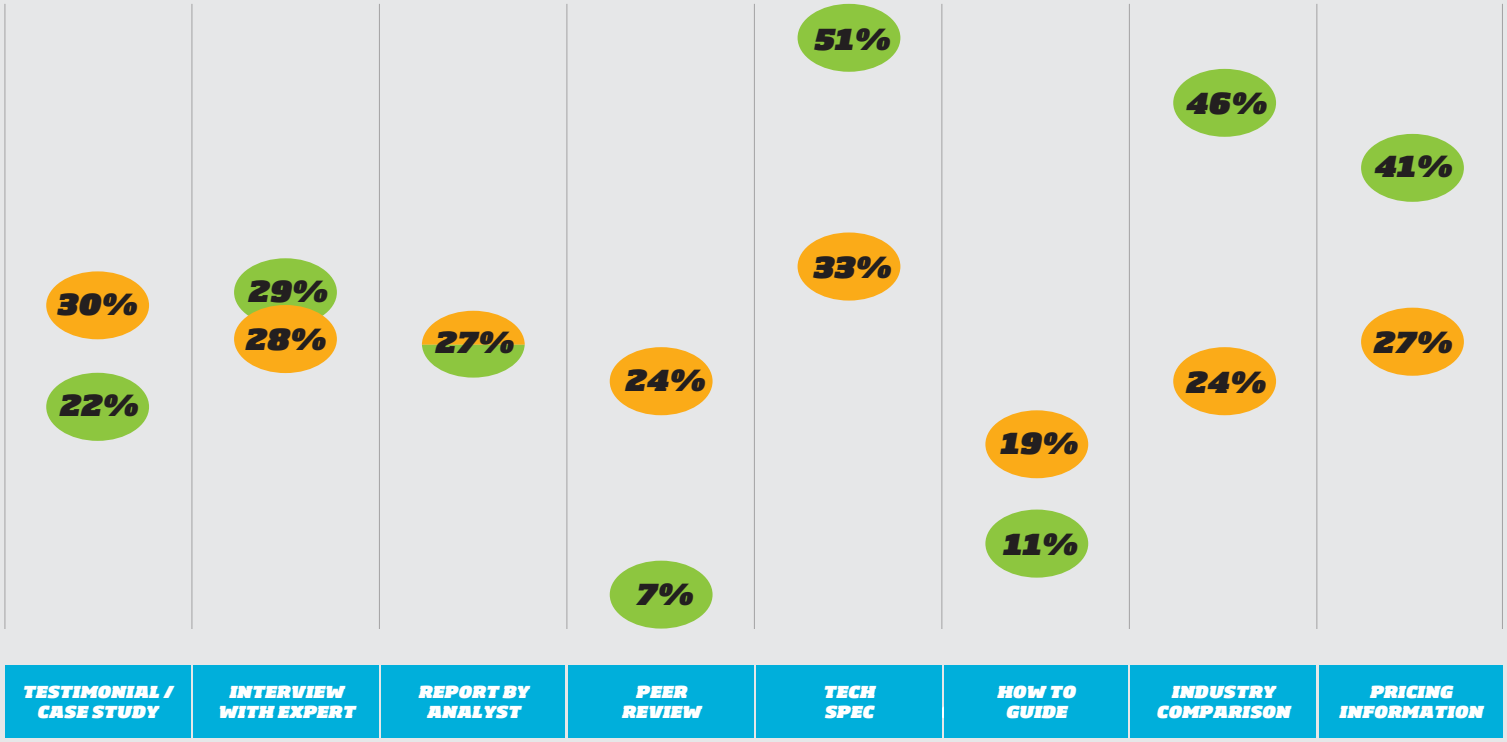
Comparing the information types used by different sizes of company reveals that smaller companies see greater value in analyst opinion while larger companies are more comfortable with amateur reviews. This is perhaps an indication that their greater in-house knowledge enables them to judge that information more expertly. The same rationale may also explain why larger companies use more content from 'company experts'.

Types of information sought by company size:



Base: all respondents (211)

Percentage of 9 and 10 ratings of information influence by company size:



Base: all respondents (211)

Respondents working in large organisations were more likely to rate case studies and analyst reports as being particularly influential in making their final supplier decision, while technical specifications and industry comparisons were higher in organisations of up to 100 employees.

Respondents were asked to list what, if any, types of information they sought before making the final buying decision and then rate how influential each information source they used actually was to help make the purchase.

Average influence of information types by age:



Base: all respondents (211)

Up to 40 41-50 Older

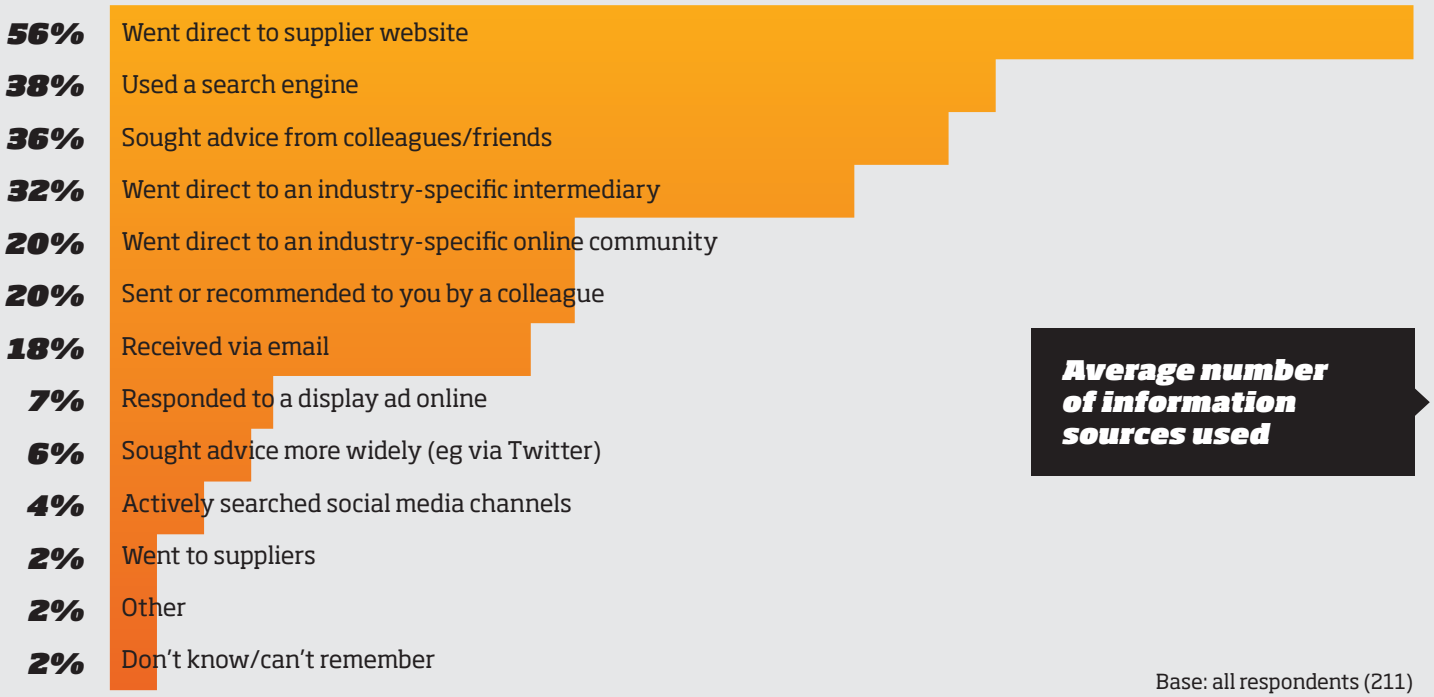
Those under 40 found an interview with a company expert to have been the most influential information type that they came across (if used in the first place), while those between 41 and 50 found the technical specifications to be most influential - this possibly reflects a hierarchical position, with younger respondents being more influenced by their seniors and those slightly older making a more individual decision based on the facts.

The 'older' age group meanwhile, found the information types listed to be of less influence than their younger counterparts - with the exception of reports by external analysts.

INFORMATION SOURCES

Respondents were then asked how they found or asked for the information they had used.

Information sources used:



Average number of information sources used **2.4**

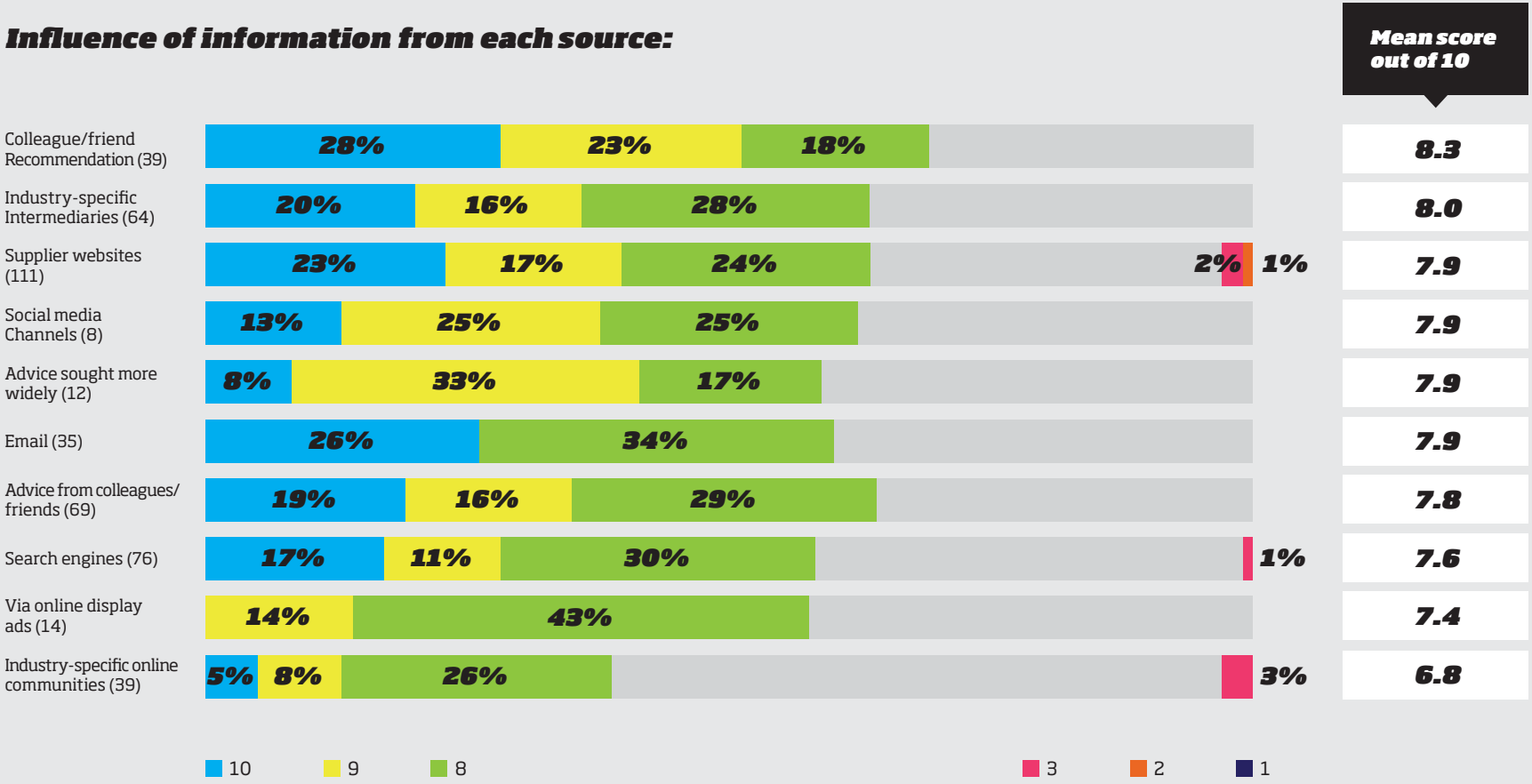
Base: all respondents (211)

There were no real differences in the usage of each of these by age or experience. Those in IT and Procurement were noticeably more likely to have gone direct to the supplier website.

Again, this same question was asked in the 2013 survey. The proportion of respondents saying that they sought advice from colleagues/friends is rather higher this year than last (when 28% said this), as is the proportion going direct to an industry-specific intermediary such as a publisher or industry body (22% last year). Otherwise, the pattern of response is similar.

Users of each type of source were then asked how influential the information had been, that they had obtained in this way:

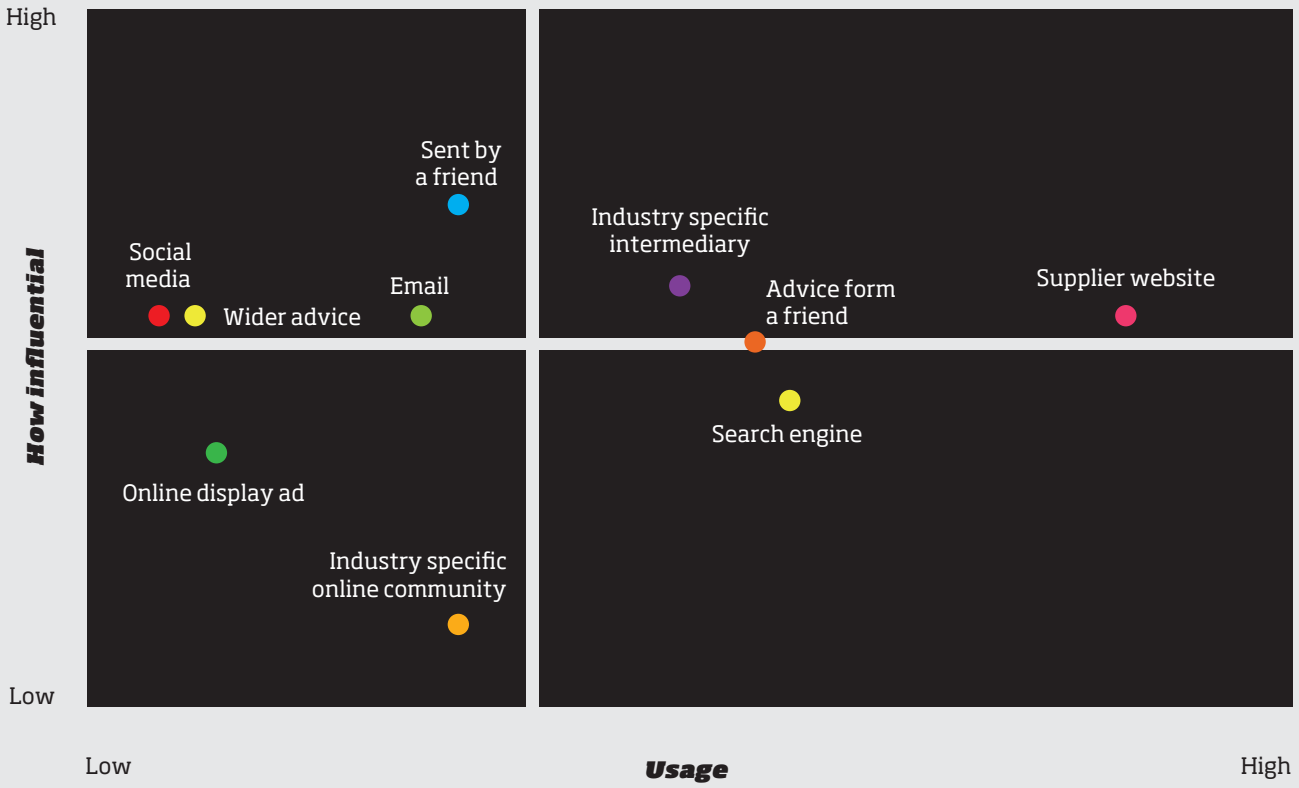
Influence of information from each source:



Base: found/asked for information from each source (as shown)

Again, plotting usage against influence shows that information recommended by a friend was the most useful, although not the most widely used. Supplier websites and search engines, more commonly used across the sample, score around the middle for usefulness.

Information sources - usage against influence:



Base: all respondents (211)

INFORMATION USED IN THE PURCHASE PROCESS
SO WHAT DOES THIS ALL MEAN?

The fact that pricing information and technical specs were the most popular and influential types of content speaks for itself; no one is going to buy something without knowing what it does and how much it costs. More interesting to marketers is the usage and influence of the various opinion pieces that might guide a buyer.

Most influential - but fairly seldom used - were reports from external analysts. They made more difference to buyer opinion than amateur reviews, customer testimonials or interviews with company experts (ie from the supplier company). However - of these four 'opinion' types - analyst reports were least often used. A simple conclusion might be to make everything you can of those favourable Gartner reports or independent research pieces; they seem to work.

It is equally interesting that customer testimonials carried less weight than the company experts. Why is this? Is it because most customer stories are not representative of the buyer's own situation? Or because they know a 'tame' customer is usually quite happy to put their name to anything the PR agency suggests? Cynicism apart, customer comments seem no more effective than the effusive but out-of-context quotes you might find on a book cover or movie poster.

Testimonials are, however, both more influential - and more often seen - than amateur reviews. When social media first arrived a few years ago, marketers panicked briefly at the thought that anyone could damage the brand with their comments, but it seems the threat is over-rated, at least within B2B. If Gartner says it, it's another matter.

Marketers who make a distinction between SMEs and enterprises will be interested to see the different information needs and preferences of these two groups. Small companies value external analysts more highly and are more influenced by price, but have (even) less faith in customer testimonials; larger companies are more likely to seek information from company experts (from within the supplier organisation). These are relatively slight differences, but they may be a starting point for further research that guides you to a more focused and effective communications programme to each audience.

But where does this information come from - and does the source matter? It would seem so. The supplier website still dominates in terms of usage. That's where people go to find out about you if you are on their long list, so investing in that web experience is of course essential. At the other end of the scale, however, they don't get a lot of this from social media (see the Social Media section in the Report for more on this) since this is the least used information source. The most influential source for buying information is when it is sent by a friend. This is hard to argue with and reminds us to keep shareability and referral top of mind in everything we do as marketers - if we can encourage buyers to talk to other buyers in their own words, we're onto a winner. Just don't assume that publishing their words as a testimonial will achieve the same aim; apparently it won't.



3

SOCIAL MEDIA

Does it really work in B2B?

It's the big question. Social media is all very exciting and sexy. But does it work? And if it does work, what flavour of social media has the greatest effect on the buying process?

The buyers surveyed for the Buyersphere Report are a complete cross-section. So forget for a moment those two-a-penny online polls you've seen bouncing around Twitter and LinkedIn (the ones which canvas the opinions of buyers who use Twitter and LinkedIn) and take a look at what buyers really do. It's not necessarily the same thing.

And then have a long hard think about how much budget you're going to divert to social media marketing and what you think it will achieve.

SOCIAL MEDIA
HIGHLIGHTS

Industry-specific forums were five times more popular amongst buyers than Twitter.

Under 40s (70%) were almost twice as likely to use social media to gather information than the over 50s (39%).

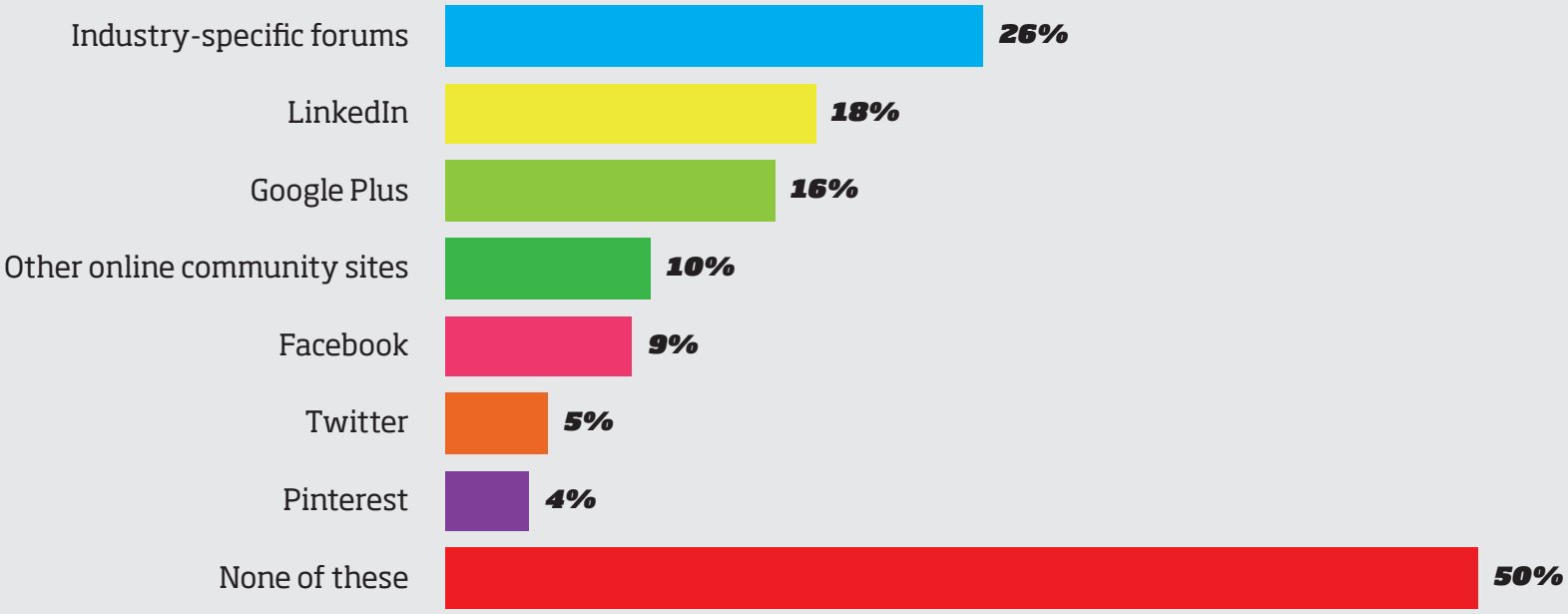
LinkedIn (18%) and Google+ (16%) were the most popular social media channels for business buyers seeking information; Twitter was the least (5%).

Half of business buyers used no social media whatsoever to support their purchase.

SOCIAL MEDIA

Respondents were then asked specifically if they had used any social media channels to get information in relation to this business purchase.

Social media channels used:

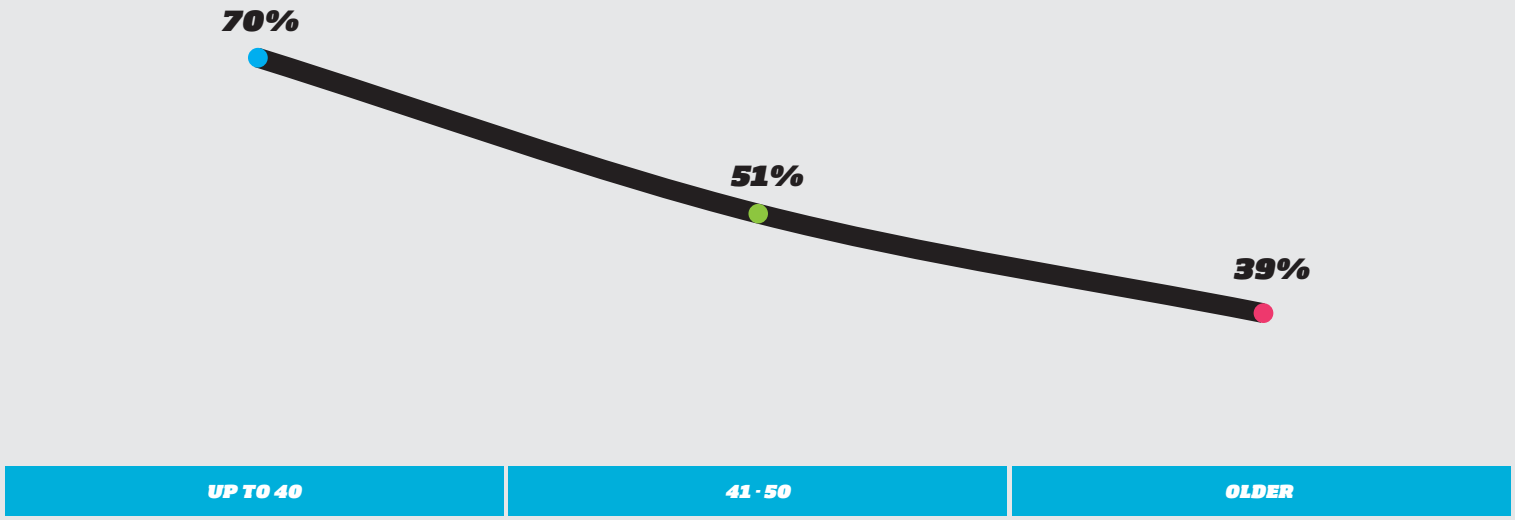


Base: all respondents (211)

Half of all respondents had not used any social media sites at all. Those who had were most likely to have used an industry specific forum - although this differed depending on whether the respondent had experience of buying the product/service previously (those who have done so being more likely to have used this channel).

As we have seen before, likelihood of having used any of these channels is much higher among younger respondents.

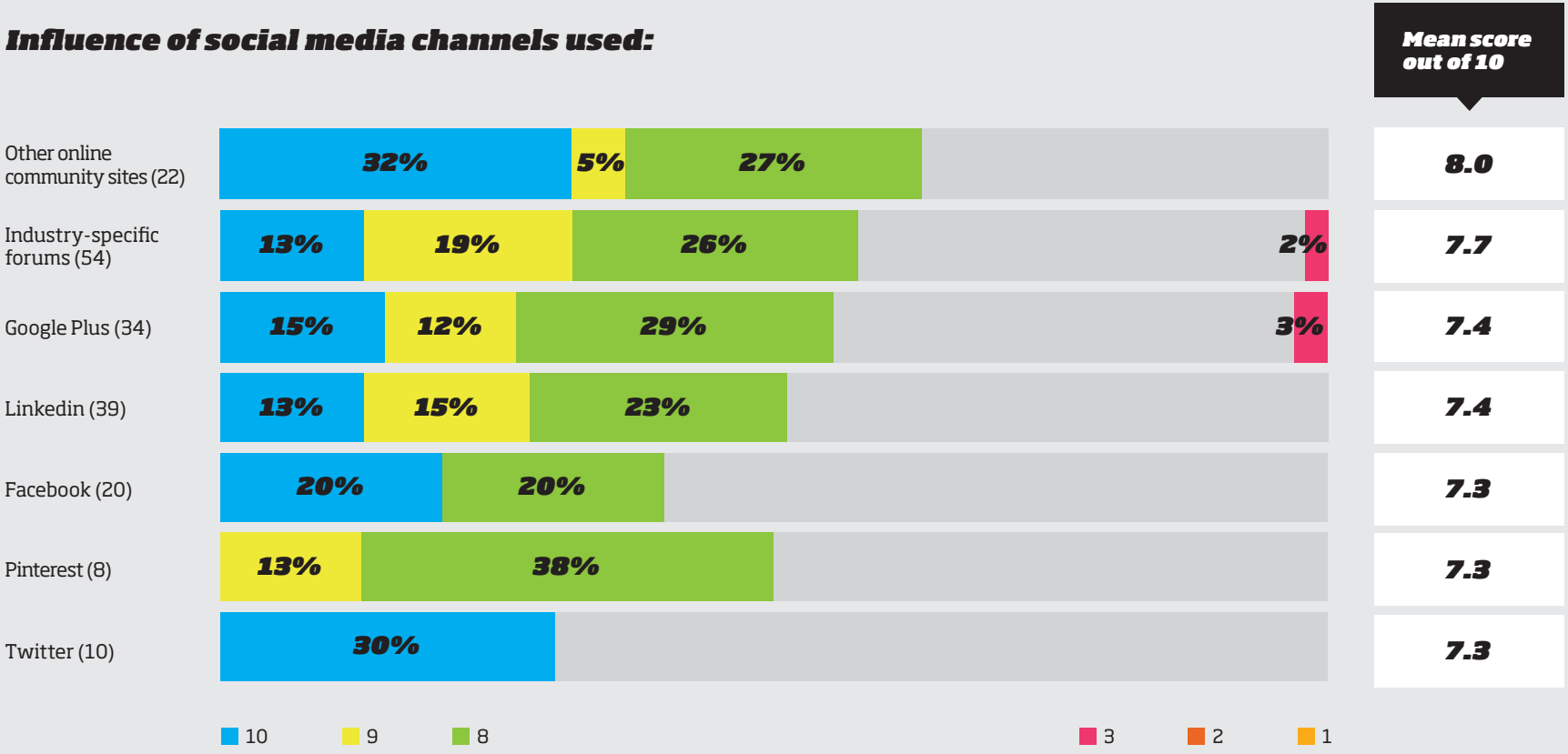
Used any social media channels, by age:



Base: all respondents (211)

Respondents were then asked to rate the influence of the social media channels that they had used.

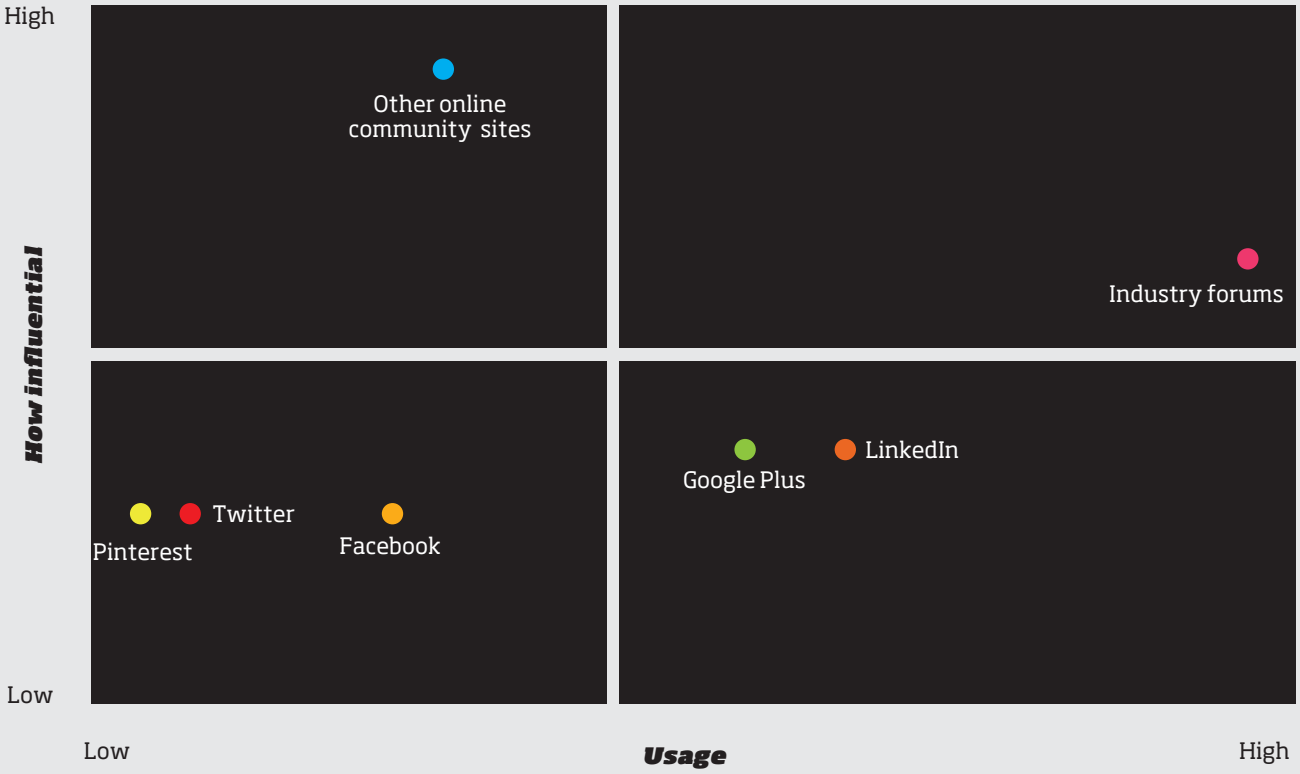
Influence of social media channels used:



Base: found/asked for information from each source (as shown)

Industry-specific forums and other online community sites stand out from the rest in terms of both usage and influence

Social media channels - usage against influence:



Base: all respondents (211)

SOCIAL MEDIA
SO WHAT DOES THIS ALL MEAN?

We know social media is the future. We know it's exciting and sexy. And we know that nothing marks you out more clearly as a dinosaur than to admit to not doing it.

But we've got some facts for you. Half of the business purchases in our survey made no use of social media. At all. Not one tweet. So the obvious advice to take from this is to not get over-excited about it and save your marketing budget for something more useful.

A few words of caution, however. Not only is social media creeping into the buying process in ways we would not necessarily recognise (pushing content onto the front page of Google, for example, and therefore attracting the attention of even the most reluctant Tweeter), but it can be influential for those people who use it.

But how do you use it? We know (from elsewhere in the survey) the types of information that buyers seek. So, assuming you are creating that content anyway, the effort involved in making that information across social media channels shouldn't be onerous. But as soon as you consider further, more personalised and time-consuming involvement in social media, we should learn not to automatically select the mainstream channels of Twitter, LinkedIn etc.

They are the most popular – and reasonably widely used – but they are the least influential. Those sites and communities that focus on a specific industry or niche appear to carry more influence, so if you are going to work to have a presence anywhere, it should be there. Do your research, find your communities and take a look at what you can do there, because it may pay off better than going mainstream.

4

SECRETS OF THE SUCCESSFUL SUPPLIER

What did winning suppliers do that the also-rans didn't?

You get nothing for second place in this game.

To the victor go the spoils. And to the guys who were really good but not quite good enough go nothing but the cost of pitching. It's tough - and no wonder that we're keen to find out the key difference between winners and also-rans.

What made the difference? A bigger brand? A lower price? Or just a winning smile and a bit of luck along the way? In this section, we aim to separate gold medals from silver, the achievers from the nearly-men, the prize bulls from the rest of the herd...

SECRETS OF THE SUCCESSFUL SUPPLIER

HIGHLIGHTS

The two phrases most B2B buyers would use to describe their 'perfect' supplier are 'best price' and 'reliable'.

Only a third of chosen suppliers were unknown to the buyer at the start of the buying process.

21% of business buyers expressed "disappointment at having to compromise".

52% of B2B buyers said their chosen supplier offered the best price; 70% said they offered the best product.

In 40% of cases, the chosen suppliers used email more frequently than unsuccessful suppliers; social media, however, was used equally by all suppliers, successful or not.

77% of buyers were "confident their supplier would deliver".

WHAT BUYERS WERE LOOKING/HOPING FOR

Respondents were asked to provide three words to describe what their vision of the perfect supplier would have been, before the buying process.

Attributes of the perfect supplier:

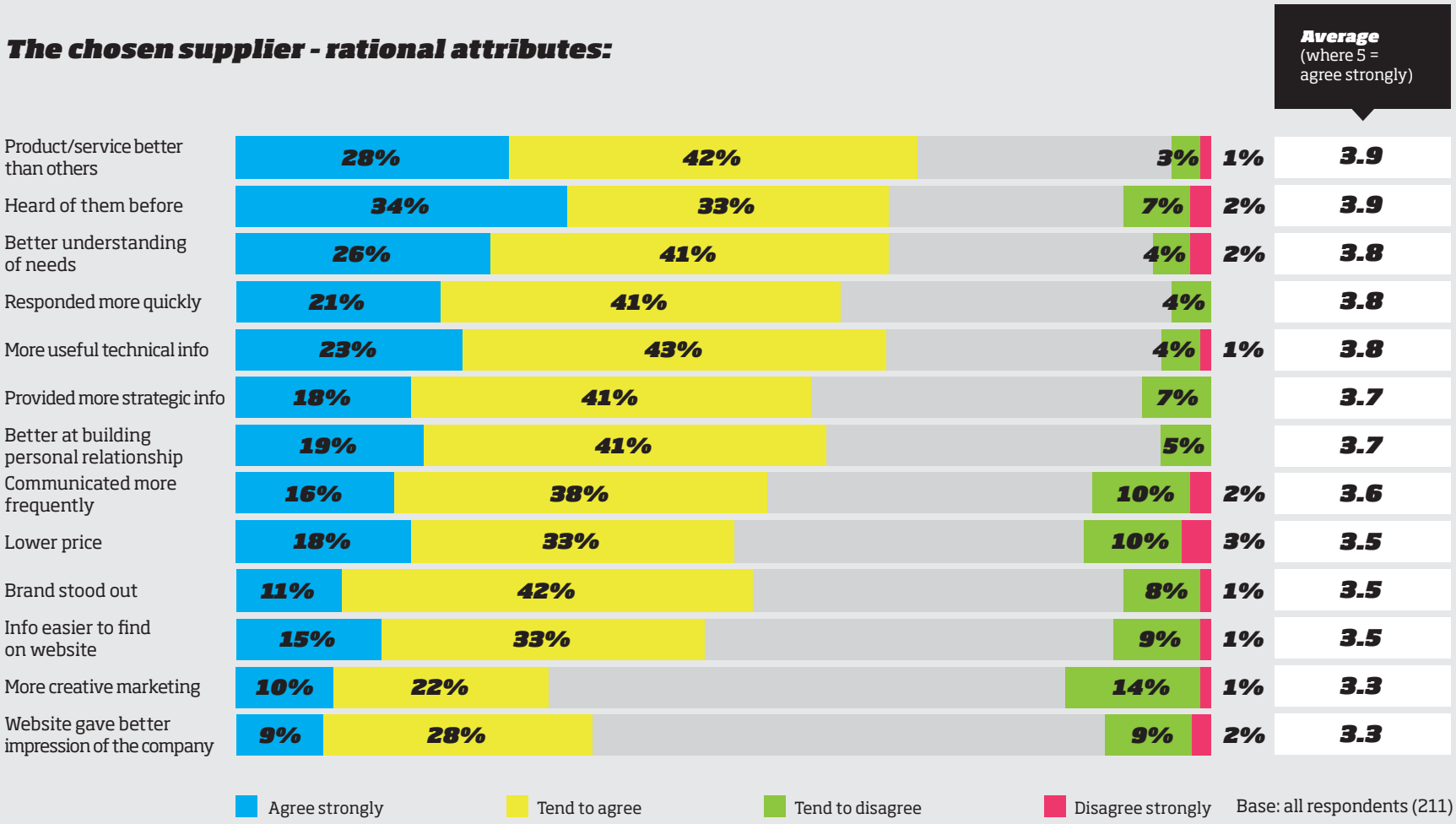


Price, reliability and trustworthiness were the three factors most frequently mentioned.

HOW THE CHOSEN SUPPLIER SECURED THE SALE

All respondents were asked to say to what extent they agreed or disagreed that a number of statements applied to the supplier they eventually chose.

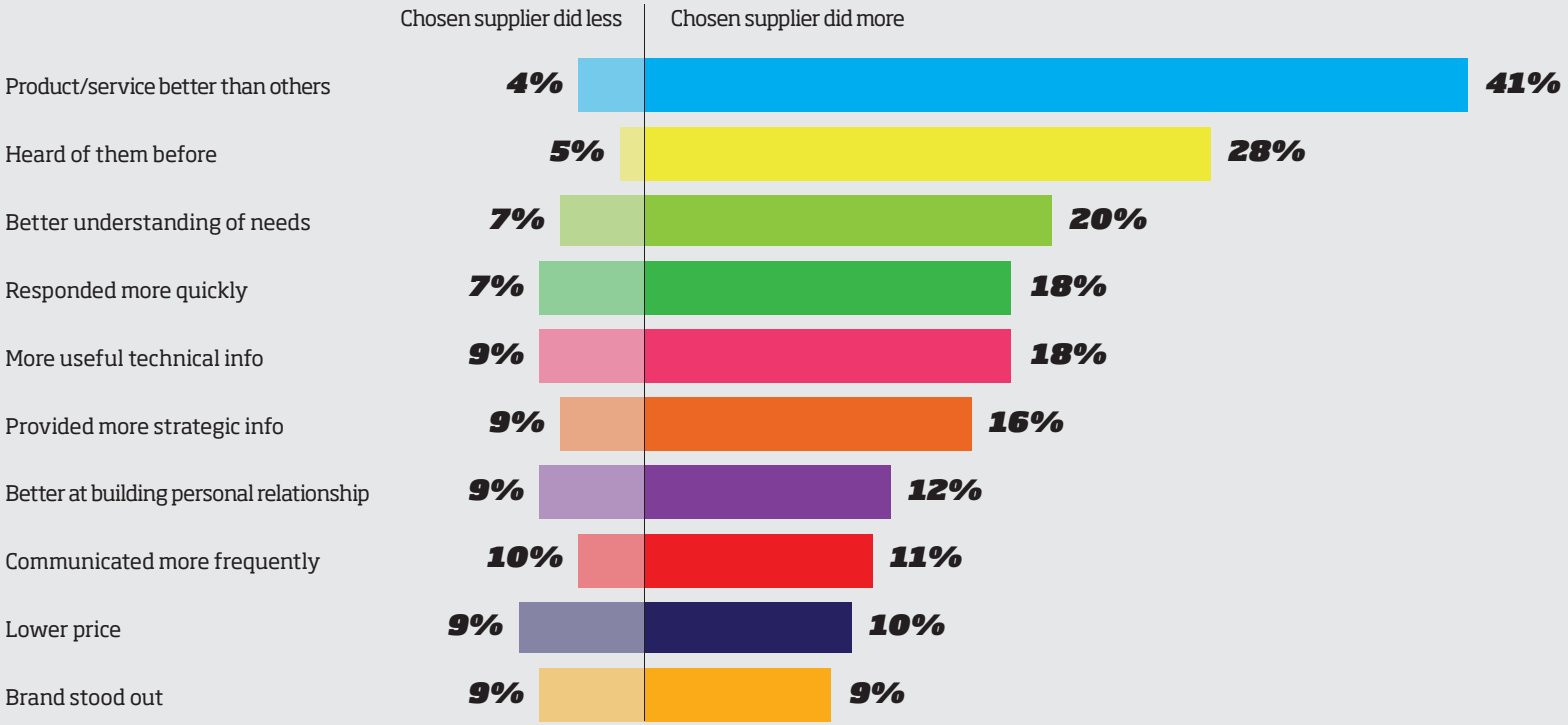
The chosen supplier - rational attributes:



Familiarity with the company or at least the brand name was clearly an important element here, together with the proven quality of their offering plus how they built a relationship with this potential customer.

Overall, the supplier's website and other marketing appears to have been less influential in the choice. However, when it comes to the extent to which the chosen supplier used various means of providing information to respondents, in comparison to their competitors, the company chosen clearly made more and better use of a number of tools to communicate with this potential customer:

Comparison of activities of chosen suppliers:

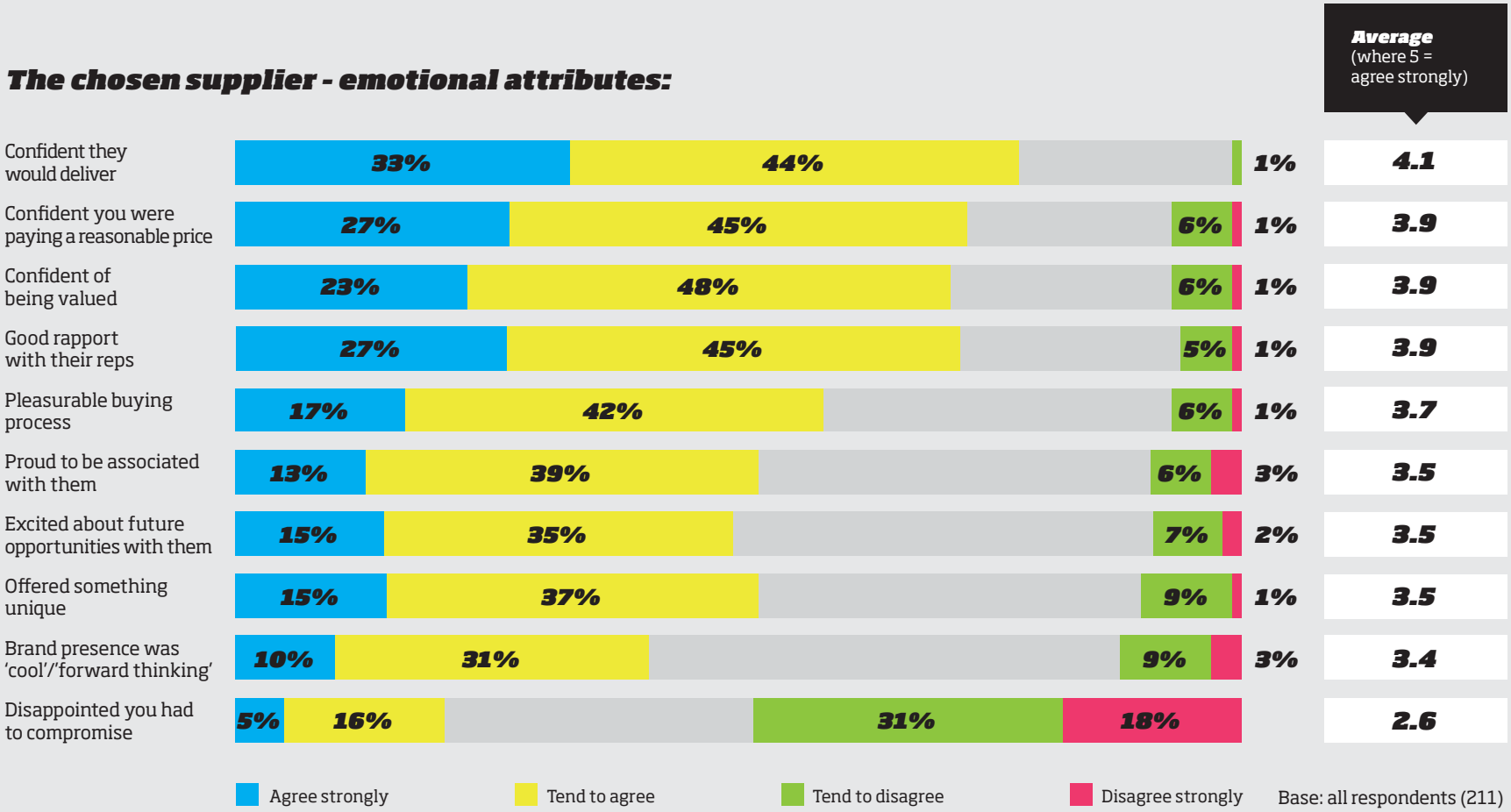


Base: all respondents (211)

HOW BUYERS FELT ABOUT THEIR DECISION

All respondents were asked to say to what extent they agreed or disagreed that a number of statements relating to the emotions involved in the process applied to the supplier they eventually chose.

The chosen supplier - emotional attributes:



Confidence in the ability of the supplier to deliver has a clear influence on the chosen supplier – and links back to the trustworthiness element of the 'perfect supplier'. Confidence that the price was reasonable was also key, as was feeling valued as a customer and having a good rapport. Less important, it seems, is pride in association and the supplier offering something unique and coming across as 'cool' and 'forward thinking'.

SECRETS OF THE SUCCESSFUL SUPPLIER

SO WHAT DOES THIS ALL MEAN?



Buyers know that the perfect supplier doesn't exist. But they all enter the buying process with an ideal in their mind - and the qualities of the perfect supplier that they offered in the survey reveal that "best price" and "reliability" are the qualities they are really looking for.

Surely they value experience? And customer service? And what about flexibility, efficiency and market leader status? The point is that you could do a lot worse than to start with price and reliability - and then build from there depending on what you know about your specific audience.

But the Buyersphere research is more about the real world than a perfect world. So we should perhaps take inspiration from the qualities that buyers saw saw in the supplier they actually chose. The one they staked their professional reputation and at least £20k of company money on.

To start with, if there was one activity that was characteristic of the winning supplier (as opposed to the also-rans) it was that they used email to its full extent. A handful of buyers said the winning supplier used email less; 41% of the survey sample said their chosen supplier used it more. We're not saying increase your volume and fill those inboxes. We're saying that buyers seem to remember good, pro-active, well-planned use of email as being part of their experience - and it was an experience they enjoyed enough to sign on the dotted line.

Other conclusions here are not that mysterious. The most important characteristic of a winning supplier was the best product. But note that familiarity with the brand comes in second. It clearly gives a buyer confidence to deal with someone they've heard of already. If you need to secure branding budget, that's not a bad slide to put in your presentation to the FD.

On a more emotional note, confidence in delivery was the most cited 'emotional' characteristic of a winning brand. If they don't completely trust you to come through on your promises, they'll choose someone they do. This might mean produce more case studies; it might mean be more transparent with timings; it might mean be more personal. Either way, it's an excellent area to focus on if you don't want to keep coming second.

Confidence in the ability of the supplier to deliver has a clear influence on the chosen supplier - and links back to the trustworthiness element of the 'perfect supplier'. Confidence that the price was reasonable was also key, as was feeling valued as a customer and having a good rapport. Less important, it seems, is pride in association and the supplier offering something unique and coming across as 'cool' and 'forward thinking'.



A WORD OF THANKS...

No one has all the answers. If they did, the world would not be the fascinating place it is.

And as the attitudes and behaviours of business customers change over time, we are all trying to work out what those changes mean, how to deal with them and, ultimately, how to achieve greater success.

In producing this report, we have done everything we can to try and shed some light onto what is going on in the mind of the B2B buyers. The Buyersphere study is unique amongst B2B research studies in its comprehensive view of what buyers actually do during the buying process.

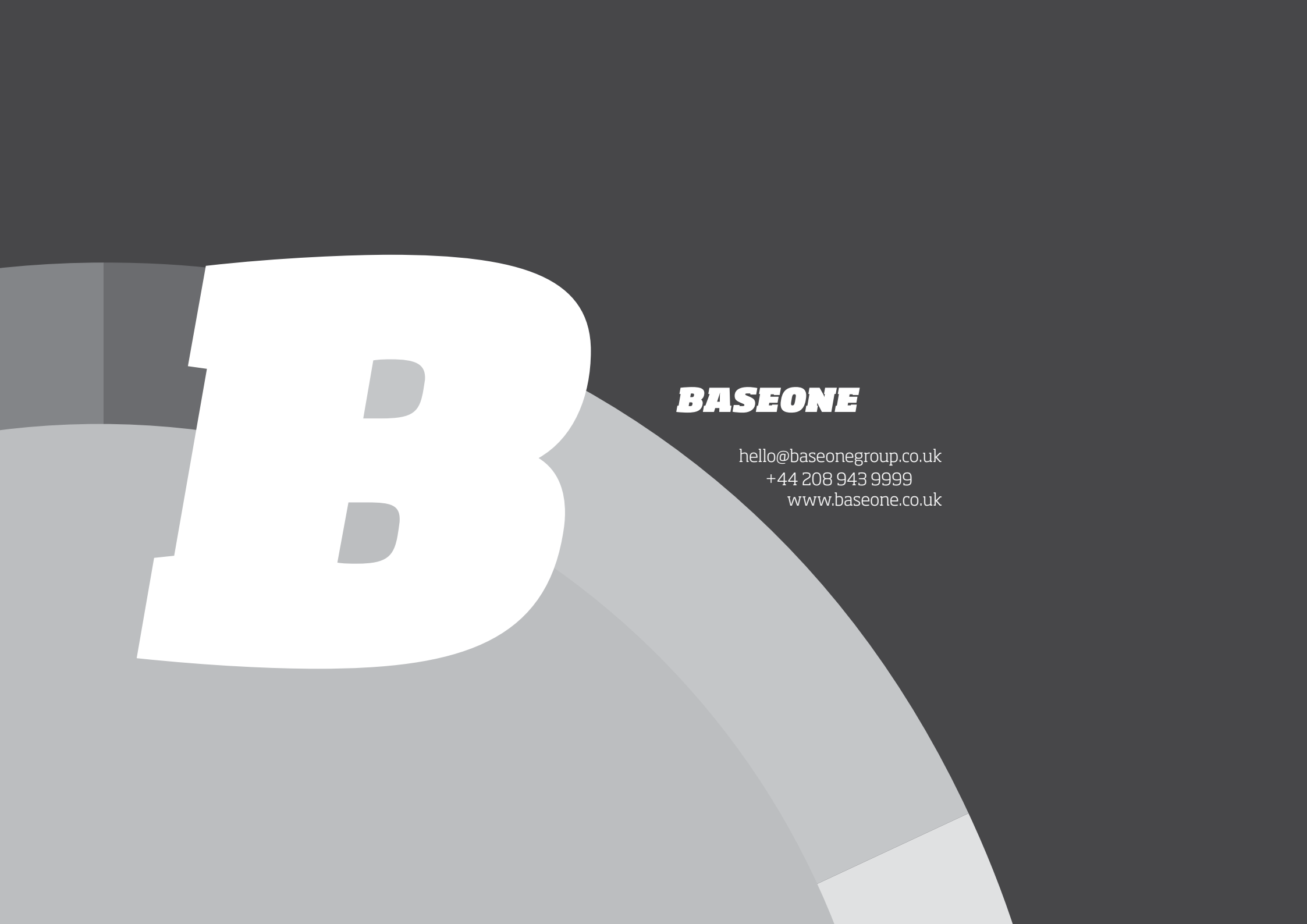
We hope it has been useful. We hope it has given you food for thought. And we hope that, whether you agree with it or not, it can help you and your brand to be more successful in the future.

As a marketing agency, Base One lives at the very heart of the B2B world. We work with a wide range of clients every day, studying each challenge in depth and developing communications and brand strategies. So while our research study can't tell you what to do with your brand or how to run your campaigns, if you would like to meet to talk about your own challenges, we would be delighted to help.

Contact us online at www.baseone.co.uk.

Thanks for reading.

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