

The moment of **truth** for b2b marketing

As we head towards 2021, B2B marketing is at a crossroads.

Almost everything has changed. The needs and expectations of enterprise customers are different to what they were even six months ago. So is your team planning for the old world — or the new one?

Enterprise appetite for technology remains undimmed — but vendor sales and marketing teams aren't keeping in step with what buyers require from them. These are some of the findings from the latest instalment of the Customer Buying Index™, published by growth marketing consultancy and pioneers of account-based marketing, Momentum.

We've reached a crossroads. One route points to deep engagement and revenue growth; the other takes you down the path to irrelevance.

Here are some of the headlines from Momentum's latest Customer Buying Index™:

42% of large enterprise buyers say they're finding it harder than before to make buying decisions. Find out what's spawned such a large category of 'distressed' buyers — and how to avoid those mistakes.

71% say they are open to more communication from vendors. Learn the do's and don'ts of how best to keep your customers well-informed.

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of enterprise customers say they now find it harder to make buying decisions

71%

say they are open to more communication from vendors

44% say buying teams are internally more disconnected than ever. Explore how marketing can drive value here and help sales create connections at the moments that matter.

40% worry they're losing touch with new ideas from vendors. Discover how to dial up the inspiration and paint compelling pictures of what good could look like.

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60% say ABM content is valuable when it comes to selecting suppliers. But timing is everything — investigate the impact ABM can make at critical stages in the buying cycle.

The survey found that just 13 per cent of buyers believed their vendors fully understood their current business challenges and just 14 per cent said their vendors were proactive at keeping them up to date with the latest developments.

As a result of this, 42 per cent of enterprise customers say they now find it harder to make a buying decision.

This stasis is a damning indictment on the state of enterprise sales and marketing, but it is also an opportunity. With marketing and sales teams struggling to adapt to what their customers want, what can be done to align your teams with your customer and provide the service they are so clearly crying out for?

Key findings from the Customer Buying Index™ will be revealed at an exclusive virtual event on 3rd November. For this insight and takeaways on how you can transform your enterprise marketing and sales function, [sign up here](#).

"The best vendors that I've worked with are the ones that don't just arrive and give you an off-the-shelf presentation, but actually really take time. It doesn't have to be perfect, but you need to have some basic understand of the business you're presenting to, and come in with some knowledge to make recommendations based on facts."

Pete Markey, CMO, TSB Bank

Note: This Customer Buying Index™ is created from insight and data from 10 years of influencing the buying cycle at the world's largest firms, combined with data from primary research conducted on a continuous basis to spot trends over time with 50-150 firms participating in any given pulse. Data is drawn from: Firms with >\$30bn revenue and >25,000 employees; global enterprises headquartered in US, Europe, and UK from industries including automotive, finance, utilities, telco, CPG, professional services and technology; senior C-level decision makers with a split across IT (49%) and the business (51%) including job roles such as CTO, CMO, COO and CFO; \$3m purchase or greater with associated technology categorised as back office, cloud infrastructure, data or applications.