

Workshop: Turning Buyer Insight into Competitive Advantage

Understand the latest B2B buyer dynamics – and what your organization must do to engage and win



Enterprise buying remains complex and protracted. Tight budgets, sprawling buying committees, and drawn-out purchase cycles are the norm. Momentum ITSMA's annual *Client Buying Index (CBX)* research shows that clients are dissatisfied, and providers are failing to meet their expectations and wasting resources.

49% of buyers agree purchase decisions are more difficult today vs two years ago

1/3 of buying decisions are put on hold

This workshop helps you reverse that trend – turning deep buyer insight into smarter strategy and more effective engagement.

You'll use CBX research to explore what's changed in enterprise buying and how well your organization aligns to buyer expectations and critical decision drivers. Having selected a purchase category, we'll work together to identify and align on the composition of the buying group, identifying and prioritizing different personas based on their role in the decision-making process.

Lastly, we'll use structured exercises to identify and prioritize the most effective ways to drive buyer engagement and inform sales and marketing efforts.

You and your team will walk away with:

- A clear view of today's enterprise buyer expectations and decision drivers
- A candid assessment of where your organization excels – and where it can improve
- An aligned view of the members of the buying group and their role for an agreed purchase category
- Best practices and repeatable approaches to identify and prioritize approaches to drive effective buyer engagement

Contact us today to book your half-day workshop and elevate your engagement strategies.