

Trends & Perspectives
from B2B Buyers & Sellers

BUYERS

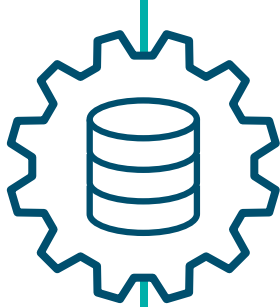
DATA IS HELPING IMPROVE THE B2B
BUYER EXPERIENCE...

51% of B2B buyers believe sales and marketing communications have improved

- 41% It's more relevant
- 37% It's geared towards their role
- 54% Sellers understand their business



53% believe the use of data has had a positive effect on communications



92% say accurate and complete data helps them understand a prospect's business needs



85% say having the right data saves them time and increases efficiency

...BUT THERE IS STILL ROOM
FOR IMPROVEMENT

67% agree business data can and should be used to better engage buyers

80%



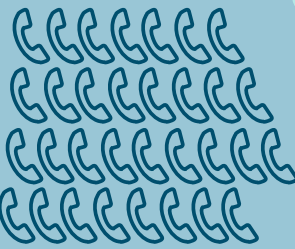
agree overly aggressive sales teams have put buyers off from making a purchase



20 Average number of weekly sales calls buyers receive

8 per week in US

32 per week in UK



Cold Calls Frustrate Buyers When...

29%

sales fails to do basic research about them

29%

they're contacted at the busiest time of the day

22%

it's clear they are one of hundreds of calls on a list

12%

sellers use them to talk to someone else

When Buyers Want to Hear from Sellers



- 31% after they attended event/webinar
- 23% after they registered for event/webinar
- 11% after they downloaded content/collateral

When Done Right...

48%

say a sales call or content is very important or vital in their purchase decision



BUYERS

WHAT BUYERS REALLY WANT

Keys to Agreeing to Have a Meeting

20%

Access to Free Trial

20%

Product Information

15%

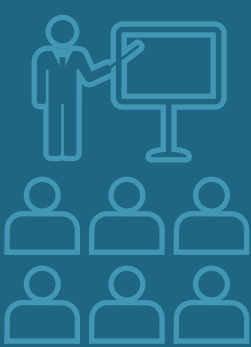
Product Demo

11%

Customer Testimonials

11%

Product Presentation



Determining if the Product/Service Meets Their Needs



22%

External Recommendations

21%

Attending Events/Webinars

16%

Research brands after having been contacted

14%

Browsing the web for information

13%

Engaging with sales or marketing content

Influencing the PURCHASE DECISION

23%

Features/benefits of a product

16%

Sales shows deep understanding of their challenge

14%

Customized customer service experience

12%

Personalized experience on seller's site

10%

Phone call when they've expressed interest

DATA HAS THE POTENTIAL TO
HELP SALES & MARKETING CLOSE
MORE BUSINESS......BUT THEY STILL HAVE THEIR
WORK CUT OUT FOR THEM

On average, it takes at least 2 hours (128 minutes) for sales to research each prospect



53%

of sellers say it's easier for buyers to research competition

34%

of sellers say they are under more pressure to provide value beyond what buyers find online

84%

say it's important to have a clear understanding of what stage the buyer is in because most don't want to engage until later in the journey

Meanwhile...

47% of marketers say it's a constant challenge to generate traffic and leads

56% of marketers say ensuring data is relevant and complete for sales is a challenge

57% of marketers struggle to understand their target audience

92% of marketers recognize they need personalized communications to be more effective



83%

of sellers believe speaking or meeting with a prospect is important

Talking the Talk

89%

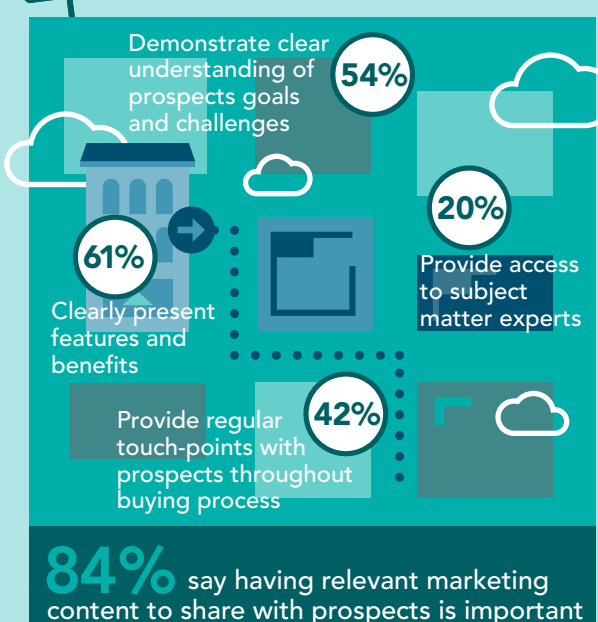
of sellers say the ability to articulate features and benefits is important

SELLERS

WHAT SELLERS DELIVER



Top Ways Sellers Guide Customers Through Buying Process



Data is Driving the Evolution of Sales & Marketing Tactics

— Currently use
— Plan to use in 6 months

51%

33%

Advanced Analytics

58%

27%

Account-Based Marketing

26%

22%

Artificial Intelligence

39%

28%

Persona-Based Marketing

44%

31%

Personalized Web Experience

41%

33%

Programmatic Advertising

Influencing the BUYING DECISION

74%

of sellers agree they alone have a direct influence on the buying process



Visit <http://www.dnb.com/marketing/media/state-of-sales-acceleration.html> to learn more and download the full report.

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