

The New Buying Paradigm

We must evolve our go-to-market motion to match the new paradigm



Buyers are self-educating

The typical B2B customer is already **57%** through the buyer's journey before they engage directly with a supplier. During this time, they are consuming information and deciding whether or not a solution fits the needs of their business. ¹



Digital content is becoming more essential

Not only do customers start their journey online, but **67%** of the entire buyer's journey is now done digitally. Companies who engage customers early by providing educational content can help shape the journey. ²



A single decision maker is the endangered species

B2B buyers have increased the number of team members involved in the purchase process. Now, an average of **5.4 people** are involved in a corporate purchase. ³



So, where do you start?

Our sales plays provide a wealth of digital content to share with potential customers at all stages of the buyer's journey - **start downloading and sharing assets today.**

1. CEB, "Two Numbers You Should Care About"
2. SiriusDecisions, "Three Myths of the '67 Percent' Statistic"
3. CEB, "Why You Need Mobilizers and Customer Consensus"