

To buy or not to buy?

How Millennials are reshaping B2B marketing IBM Institute for Business Value

Millennials: The new decision makers

Whether they are subject matter experts supporting a team decision or singularly responsible for selecting a vendor, Millennials are having a profound impact on their organizations and the B2B vendors who want to do business with them.

Research

Getting to know you

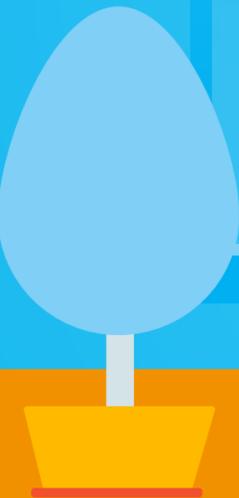
When researching B2B products and services, Millennials want to interact directly with vendors more than Gen X and Baby Boomers do

Engage vendor's representatives



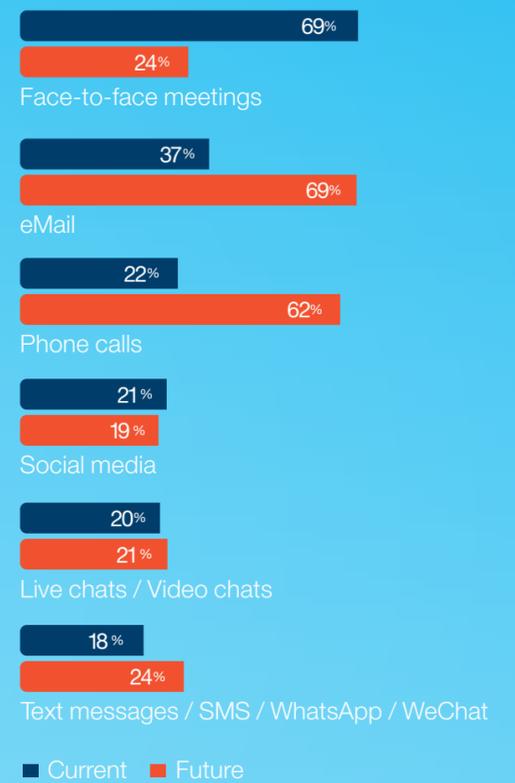
Rated out of 9 possible research sources

■ Millennials ■ Gen X ■ Baby Boomers



Engaging during the sales cycle Don't call us – we'll call you

Today, Millennials meet with vendors face-to-face during the sales cycle, but they would much rather interact remotely during this phase



Deciding to buy Pulling the trigger

Millennials place equal weight on data analysis and the opinion of family and friends when deciding whether or not to make a B2B purchase costing US\$10,000 or more



36%

My organization's data analysis



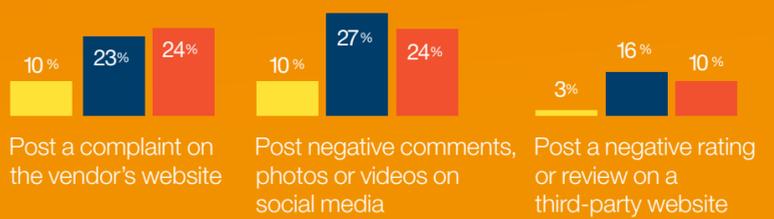
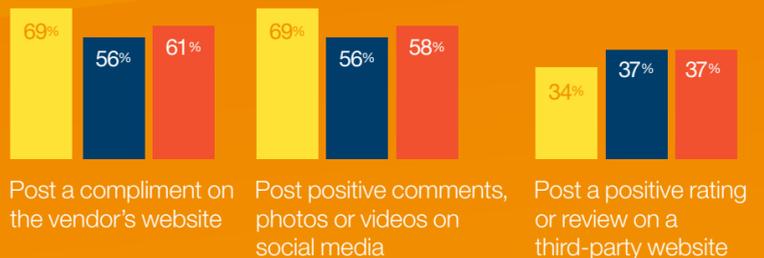
36%

Recommendations from family or friends outside my organization

Millennials' top two influences

Post purchase Sharing the experience

Millennials are eager to share positive B2B experiences, but very reluctant to share disappointments



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