



# Understanding the Buyer in B2B Services Buying

How Service Providers Can Navigate  
and Impact the B2B Buyer Journey

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October 2023

# Webinar Overview

## What to expect from this session



# Clutch Mission

We empower better business decisions as the leading marketplace of B2B service providers.



# Meet your Presenters



**Clayton Kenerson**

Director, Revenue



**Greg Carter**

Director, Marketing

# Agenda

01



Understanding  
the B2B Services  
Buyer

02



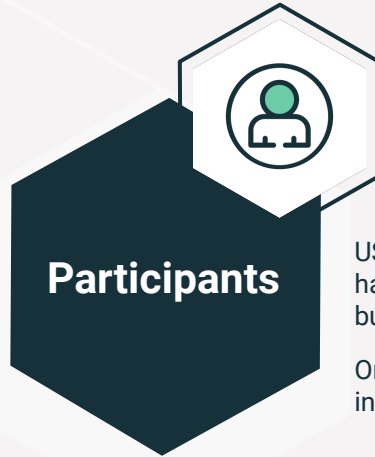
Overview of the B2B  
Services Buyer  
Journey

03



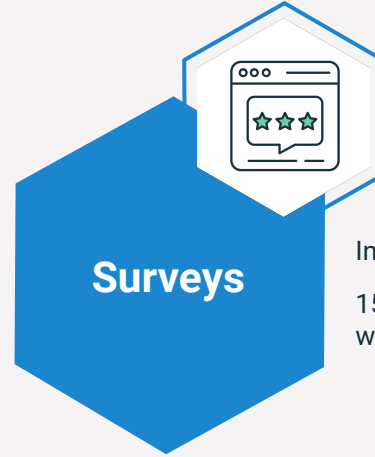
FAQ

# Research Overview



US-based professionals, who have experience looking for business service providers

Organizations of varying sizes in a mix of industries



In-depth interviews

15-minute surveys with 2 open-ended questions

# Understanding the B2B Buyer

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# Average B2B Services Buyer

As Millennials and Gen X have ascended to leadership, today's services decision-makers expect tech-savvy providers and timely communication online

| AGE                       | ROLE   | EXPERIENCE                             |
|---------------------------|--|--|
| <b>54%</b><br>Millennials | <b>24%</b><br>are Owners / Operators         | <b>53%</b><br>4-6 years<br>in the role |
| <b>44%</b><br>Gen X       | <b>37%</b><br>are Executives                 | <b>26%</b><br>7+ years<br>in the role  |
|                           | <b>35%</b><br>are Managers<br>or Supervisors |  |



# Search Behavior

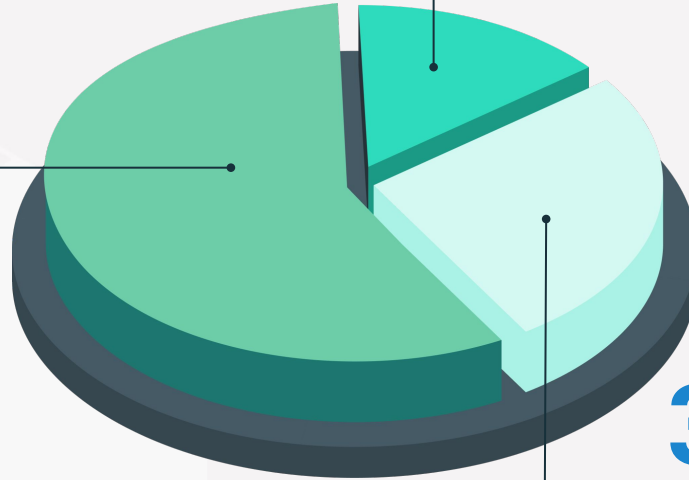
How often are buyers looking for help?  
In the past 3 years:

52%

Buyers searched  
for service providers  
3-4 times

17%

Buyers looked to solve 5+ business  
needs with service providers



31%

Buyers searched for service  
providers 1-2 times

# Understanding the B2B Journey

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# B2B Buying Stages

At a glance, we can break down the buyer journey into 5 key stages:





# Awareness

This is the 💡 moment that triggers the need to solve a business problem:

## Top 3 Triggers that Initiate Search

01

—● Increase efficiency within team or company

02

—● Support with the launch of a new system, product, or event

03

—● Scale the business



# Awareness

Service providers are often not involved in this stage, but if a buyer reaches out:

Spend time  
in discovery

Understand  
your ideal  
customer  
persona (ICP)



# Research & Evaluation

“  
B2B buyers are **57% - 70%** through their  
buying research before contacting sales.

- **Worldwide Business Research**”

# Research & Evaluation

Buyers rely on these sources to research service providers:





# Research & Evaluation

Buyers pay attention to efficiency and relevant experience in your reviews and portfolio items

01

Ability to complete work in a specific timeframe

02

Relevant industry experience

03

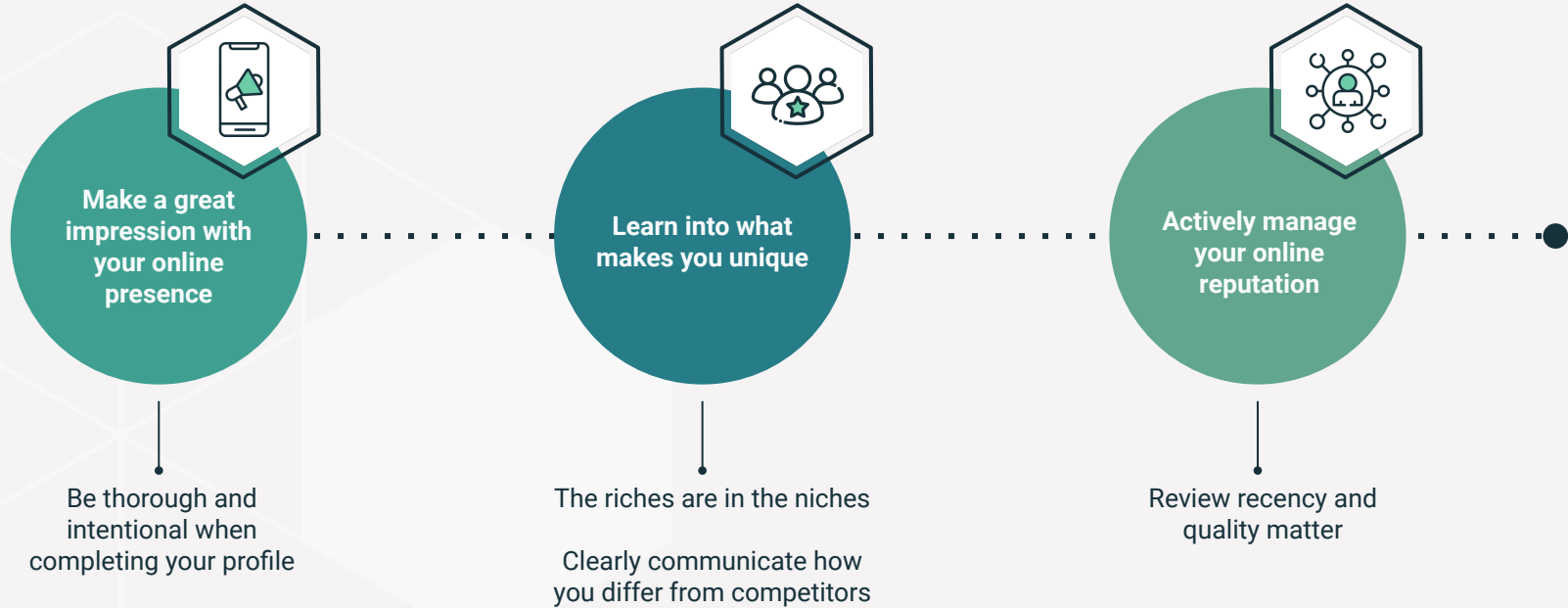
Capability of business service provider to do the job

04

Specialty focus of business service provider

# Research & Evaluation

Invest in building a trustworthy online presence, including Clutch and your website. Buyers check multiple sources when vetting providers.



# Shortlist

Buyers create a shortlist (usually 2-3 providers) to identify preferred providers.

## Top Factors in Short-Listing

01

Understanding their business needs

02

Capability of business service provider to do the job

03

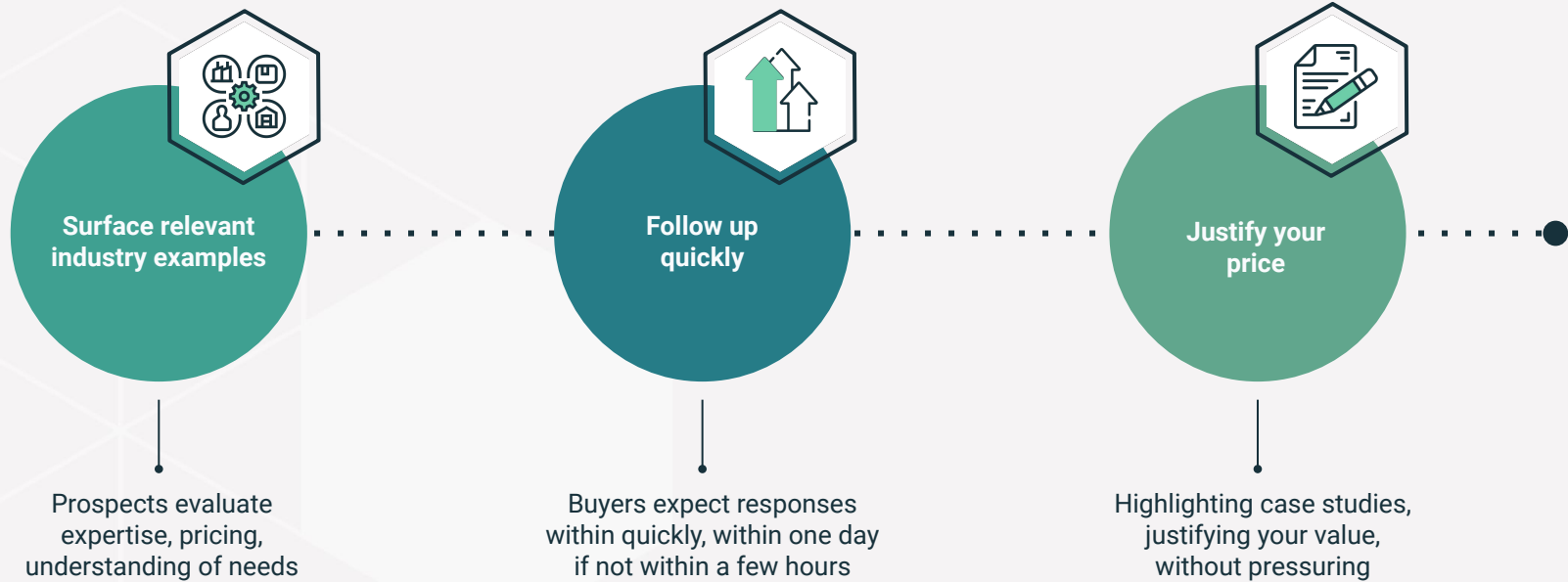
Referral from professional contacts in the same industry

04

Ease of doing business

# Shortlist

Service providers can convert more buyers with a trustworthy online presence:



# Decision

Buyers make their choice and sign on the dotted line. The owner or senior management are often involved in the final decision:

## Top Factors in Final Decision



# Decision

Service providers can emphasize speed to delivery, while helping buyers clear obstacles



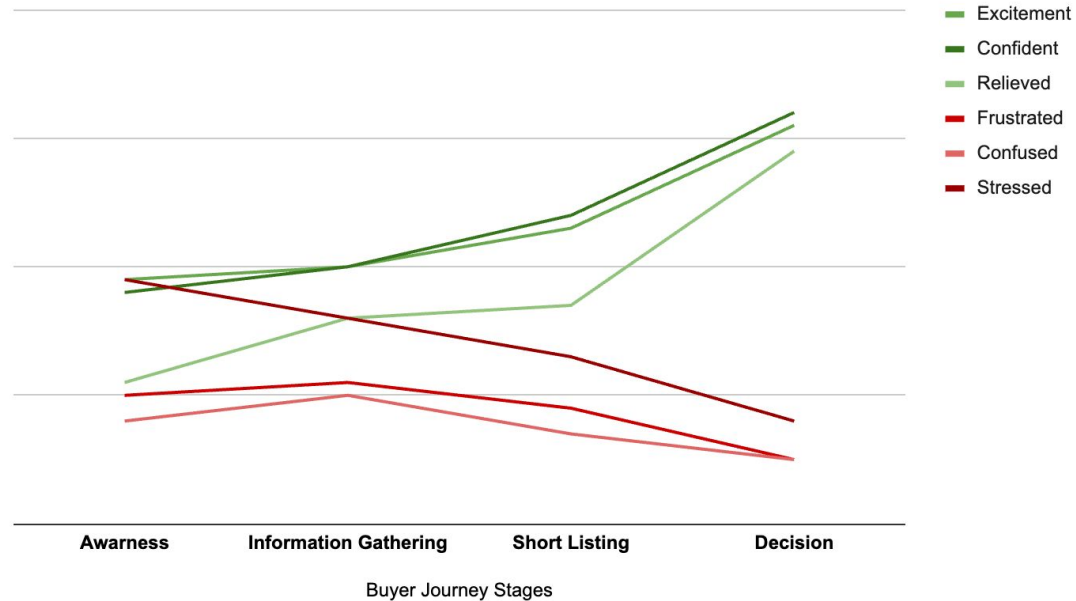
Drive urgency

Understand the “why” on negotiation tactics

# Decision

Service providers can help buyers to clear doubt and close with confidence

### Buyer Emotions During Journey



# Post Decision

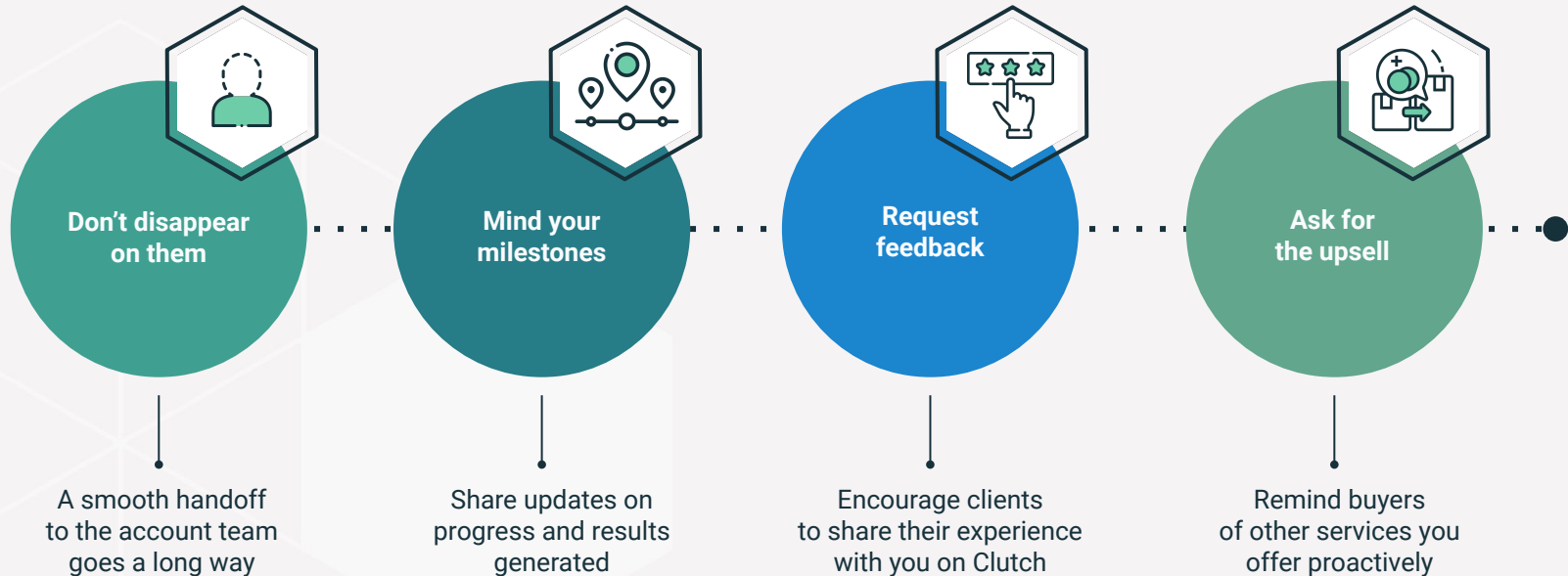
Once the contract is signed, the real work is just beginning.  
Buyers are cautiously optimistic.





# Post Decision

Make sure to collect that positive review!



# How Clutch Can Help

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# The go-to destination

for B2B buyers to find & connect with service providers worldwide.

**\$2B**

In Global Service Projects Annually

Every  
**2 Seconds**

A Buyer Finds A Service Provider On Clutch

**1500+**

Service Lines & Focus Areas

**280K**

Service Providers Listed

**15M**

Unique Annual Visitors

Global traffic from across

**194** Countries

Why Clutch?

# Convert buyers at every stage of the buying journey with Clutch

## 1.4 million

business leaders visit Clutch each month to search, find, and hire the right providers

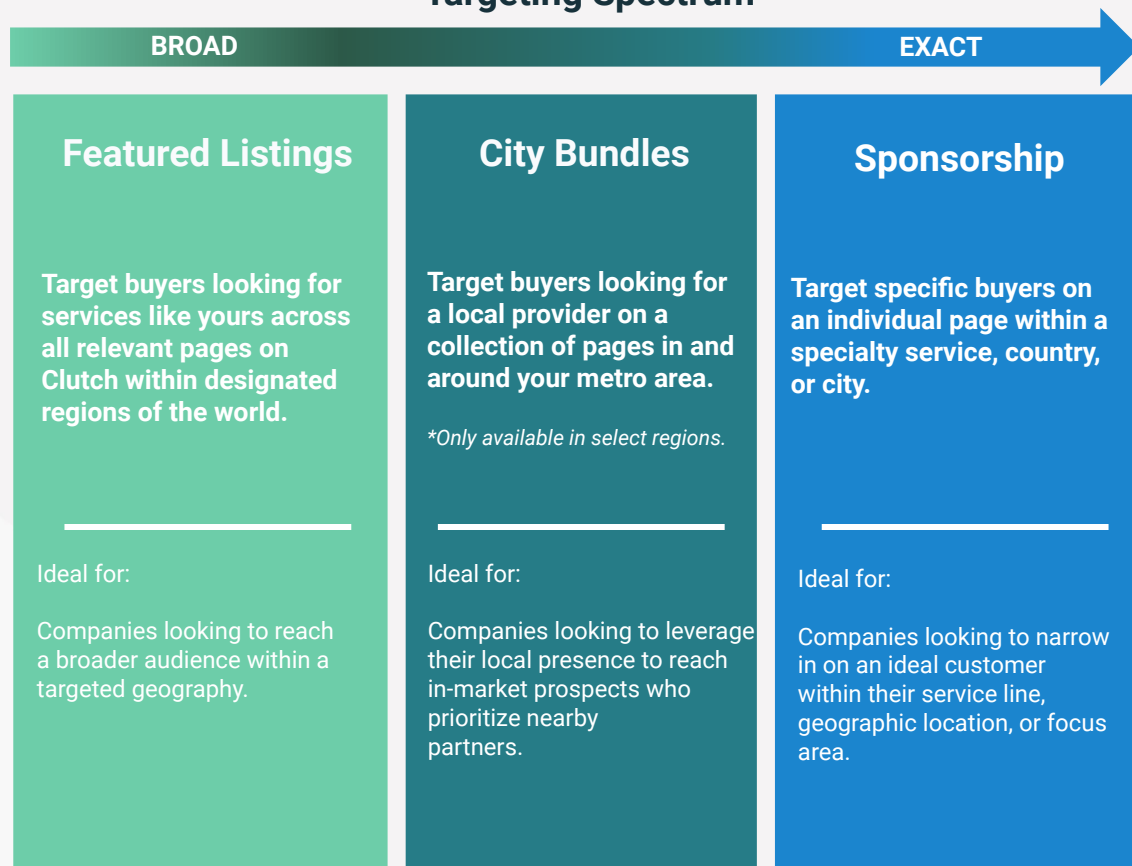
actively manage your online reputation



# Target the right audience

To help you reach your goals this year!

## Targeting Spectrum



# Questions?

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# Thank you!

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# Research & Evaluation

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