How to Win in the Engineering Buyer Journey



B2B International
A Merkle Company

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Our Superpowers Research Indicates That Excellent Customer Experience Is An Unmet Need In Engineering

Key Decision Drivers in the Engineering Space (e.g., high-tech manufacturing, machinery, hardware, cloud, telecoms)

	Buyer-Oriented		Organization-Oriented		
Top 5 Decision Drivers	1 I feel safe signing a contract with them	2 Is known as a good employer	3 Complies with regulations, law, industry standards & ethical practices	4 Provides the support, information and expertise we need*	5 Integrates smoothly with our processes and operations
Other Key Decision Drivers	Active thought leaders in their category / sector Has a clear vision of and actively works towards fulfilling their obligations to society		Approachable & transparent in their dealings with us* Meets my company's minimum quality / functional needs Competitively priced Supports us with expertise Takes steps to mitigate risk Products and services just work and are not prone to fail Improves our productivity, saving us time and resources		

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Performance Across Brands In Category: Good Fair Poor

*2 key decision drivers are market-wide performance gaps and related to providing a great buyer experience, indicating that customer experience is an unmet need in this category and represents an opportunity for brands to differentiate.

The Leading Brands Enjoy A Significant Commercial Impact In Delivering On Key Unmet Needs In The Engineering Space

Key unmet needs for relevant brands...



"Provides the support, information and expertise we need"



"Approachable & transparent in their dealings with us"

Relevant brands that deliver on these 2 decision drivers experience...

60% higher likelihood of customers increasing spend in the near future

29% more cross-selling / up-selling

11% increased likelihood to be the primary brand in consideration for the next decision cycle

10% shorter buying cycles

The Engineer's Digital Buyer Journey

One of the most common research topics we cover for our clients in engineering is buyer journey research, most likely because of the need to improve buyer experiences. The technical nature of these buyer journeys and the complex decision-making unit that design engineers are part of (e.g., input from software engineers, input from procurement, manager / executive approval) means that understanding the needs and behaviors of engineers along the journey is critical. In particular, our clients recognize that the engineering journey is increasingly digital-first and often want to understand how they can optimize the digital experience for engineers they target and serve.

Common insights we obtain include:

1 Building Awareness / Identifying Providers:

- What roles are involved with identifying new providers?
- What sources / touchpoints are most valuable to decision makers when staying informed on industry trends?
- What types of topics are the most interesting to decision makers?
- What types of information drive decision makers to learn more about a provider?

Across the journey:

- What are the top pain points during the buyer journey?
- How can providers add value across the buyer journey?

2 The Design Process:

- Which roles are involved in designing products? Who is responsible for setting product development goals / targets? And who is responsible for the actual design work?
- Who sets the specifications (dimensions, performance requirements) for components that will be used in the design?
- What types of digital tools are used in the design process (CAD, simulators)?
- How do design teams address challenges? What sources do they use?

3 Finding & Evaluating Products / Solutions:

- Which roles are primarily responsible for finding & evaluating components / solutions?
- Which sources / touchpoints are the most valuable for finding components & providers? And which sources and types of information are leveraged to evaluate the different component options?
- Why are these sources / touchpoints preferred for finding & evaluating components / solutions?



4 Specification / Purchase Decision:

- Which roles are the key decision makers for component selection? Are there any other roles who provide advice or input to the decision-making process? Which roles approve the decision on which components / solutions to use?
- What are the key decision criteria for selecting components / solutions?

5 Purchasing:

- Which roles purchase or order components / solutions?
- What are the preferred channels (direct from manufacturer, through distributors) and methods (e.g., website, digital portal, sales rep, ERP system) for ordering components or solutions?

6 Post-Sale Engagement:

- Which roles primarily engage with providers post-sale?
- What are the preferred touchpoints or methods for engaging with providers post-sale?
- What types of support do customers require post sale?

Our Deep Experience In Engineering

We have researched engineers in a variety of industries and functions (e.g., design, research & development, quality control, production, software, hardware, electrical) for many of our clients. Engineers are a complex audience to research given their busy schedules and technical work. B2B International's extensive experience researching engineers means that we know how best to engage with these hard-to-reach audiences, what questions to ask and how to ask them, in order to drive high quality, actionable insights.

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HYPERTHERM
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MERCK MILLIPORE

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RED LION

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Get in touch to discuss how we can help your brand achieve a competitive advantage in the engineering buyer journey.