



## **B2B Research Needs To Be Different**

**By Linda Rink, President, RINK Consulting. April 2024**

Not that long ago, In sales force-driven business-to-business cultures, traditional market research, as used for consumer industries, was not seen as essential. *How times have changed!*

B2B marketers now emulate their B2C counterparts in paying close attention to customer needs and wants, using research to map out their customers' "journey" and gain a greater understanding of the entire buying process – and the context in which it takes place.

But B2B market research has special needs, so the methodologies typically used in consumer research don't always work as well.

**Qualitative, not quantitative, research is often best suited to dig into the complexities of the B2B market.**

Rather than the ubiquitous short online "Customer Satisfaction" survey, quality rather than quantity counts here. Surveys will not yield the type of insight needed to understand the often complicated, multi-factor process that goes into a B2B buying decision. It's not just about pricing and availability -- relationships, reputation, risk can all play a part.

- One-on-one phone conversations with customers or prospects about their decision-making process work well in this context. And they are especially effective when dealing with sensitive topics such as pricing, or in competitive situations where confidentiality is essential.
- Group chats, on the other hand, can be useful in non-competitive situations such as within the same company or department.

***A professional market researcher can help guide you to the best research methodology for your situation.***

**Today's business decision-makers are more demanding and better-informed than ever.**

If you are marketing to them, make sure you are armed with the necessary information and insights to effectively address their needs and expectations.

***Need to understand your B2B customers? Contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com).***