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# **The Considered Purchase Decision**

What Matters, What Doesn't  
And What It Means  
For B2B Marketing and Sales

# What do actual B2B buyers think?

Over the last decade, the amount of information available to help guide B2B marketing decisions has exploded. Reputable information sources such as MarketingSherpa, MarketingProfs, GlobalSpec and others provide us with valuable insights as to what other B2B marketers are doing and why. But in all the research we've seen, one key ingredient seems to be missing.

*What does the actual B2B decision maker or influencer think? Does anyone really understand the issues influencing their considered purchase decisions?*

- Is total cost of ownership as powerful a message as we think it is?
- How do price, quality and delivery rank as considered purchase criteria?
- Does being a “preferred supplier” really mean your product or service is preferred?
- Does it make sense to rely on a distributor as a key information source for customers?
- What safety, health and environmental factors matter most in the considered purchase process?

We wanted the real answers to these questions – not from marketing peers, but from the actual purchasing influencers. After all, they're the audience. So we met with our friends at the University of Dayton's School of Business Administration and a research partnership was born. Led by UD's Business Research Group, a comprehensive survey covering different aspects of the considered purchase process was developed. The survey was conducted using MarketTools' robust online market research tool and garnered 448 responses from a variety of industries.

The respondents were either influencers or decision makers (Table 1). We also gathered information about each respondent's industry classification, company size, job title or role, budget authority and the global reach of their company as described below.

Table 1

## Decision role

Percent of respondents

35%	36%	17%	12%
Primary decision maker	Influencer	Member of a small team with equal influence in the decision process	Member of a large team with varying amounts of influence

*Is there a **difference** between influencers and decision makers?*

*What **messages** will a B2B buyer respond to?*

*How much of my **marketing mix** should be online?*

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The industries represented in the respondent pool included:

- Energy-related
- Construction
- Information technology
- Medical devices and pharmaceuticals
- Industrial manufacturing
- Process industries
- Other

See “About this Report” on Page 21 for a more detailed breakdown of industry classifications.

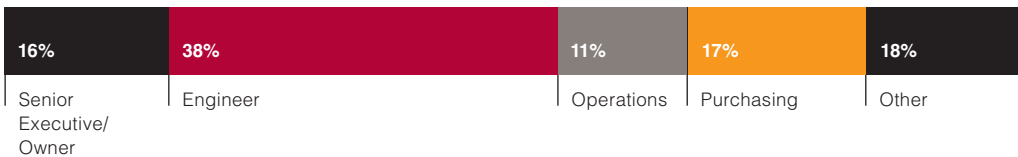
The respondent pool represented various roles (Table 2).

Table 2

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**Role in firm**

Percent of Respondents



The survey was broken into three different subject areas, which created a unique opportunity for research regarding B2B end users' purchasing behavior:

- Product considerations and message relevancy
- Information consumption and online habits
- Purchasing process

This summary report includes some of the key findings from these areas, and touches on the potential implications for B2B marketers involved with industrial and technical businesses where the considered purchase is paramount. Industry-specific reports and more detailed demographic cross tabulations are available by request.

*NOTE: Table details may not sum to totals because of rounding.*

*Do we need a **blog**?*

*Do we need our **distributor network**?*

*Should we pursue **preferred supplier status**?*

# PART I

## Product Considerations and Message Relevancy

The intent of our research in this area was to evaluate the impact of different product and service attributes and the relevancy of common marketing messages as viewed by those involved in the considered purchase process. How important is price in the decision process? To what extent does total cost of ownership really matter? What about the emergence of “green” messaging?

*How relevant is **price** to the B2B buyer?*

*How does price set the stage for **market strategy**?*



# 1. Purchase price dominates.

*In B2B, price really does matter.*

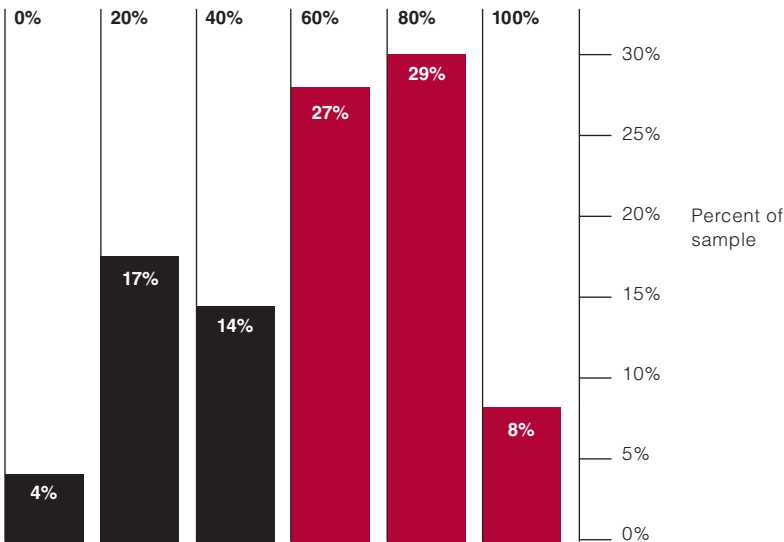
About two-thirds of survey respondents indicated that 60% or more of their purchase decisions were dominated by the immediate purchase price. On average, price dominated in 64% of the purchases (Table 3).

There was no significant difference in response by decision role, industry type, age group or role in the firm.

Table 3

## Percent of purchases where immediate purchase price of the equipment dominated the decision

Percent of cases where immediate purchase price dominated



**Implication:** Good news for price leaders. However, is it bad news for those with a more expensive offering? If you are avoiding discussions about price in your sales and marketing approach, this research indicates you may find yourself on the outside looking in. When positioned as a higher-priced supplier, putting in place a strategy that clarifies the components of your price may be necessary to allow a fair comparison to lower priced and potentially less feature-rich offerings.

## 2. Total cost of ownership: It's important to the owner.

More than half the survey respondents (56%) indicated that at least 60% of the time, the total cost of ownership (TCO) had been calculated in considered purchase decisions in which they were involved (Table 4). Senior executives and business owners evaluate TCO to a greater extent than any other role. Older respondents, namely those greater than 60 years in age, were much more likely to evaluate the total cost of ownership for all considered purchases (33% of 60+ respondents vs. 10% to 14% for all other age groups). Machinery and equipment-intensive industries (e.g., energy-related and process industries) were the most likely to calculate TCO in the considered purchase process.

Table 4

### Percent of time total cost of ownership is calculated in a considered purchase decision by position in firm

Percent of cases where total cost of ownership calculated	Position in firm					
	Senior Executive/ Owner	Engineer	Operations	Purchasing	Other	Total
0%	7%	14%	18%	5%	7%	11%
20%	16%	21%	16%	21%	23%	20%
40%	10%	11%	14%	21%	12%	13%
60%	16%	18%	18%	15%	20%	18%
80%	33%	21%	20%	23%	23%	24%
100%	18%	13%	14%	15%	15%	15%

**Implication:** Phew! This is good news. It's hard to find a B2B marketing program that doesn't incorporate some flavor of TCO or life cycle costs (LCC). More often than not, the decision makers and influencers think this is an important consideration. So a credible TCO story should be part of a sound marketing and sales approach. If you're talking to company leadership, this is certainly an area of emphasis.

### 3. What else matters in the considered purchase decision?

*In B2B, one message does not fit all.*

Of course, the B2B considered purchase decision process does not just involve price and the total cost of ownership. We evaluated the role of five additional considerations to gain an understanding of their importance to decision makers and influencers. Of these choices, the potential for process improvement resonated the most, with 78% of respondents stating it played a significant role in at least 60% of purchases. This was well ahead of operating costs (67%) and impact on customer service (66%). Other considerations, such as availability of contracted maintenance support and financing flexibility, were far less important.

Based on roles within an organization, different criteria produced varying degrees of impact. For example, the category “potential improvements in overall processes” was found to be more of a trigger for Senior Executives, Operations and Engineering. Purchasing responded more favorably to operating costs and the impact on customer service (Table 5).

Table 5

**Respondents stating product or service consideration played significant role in purchase decision 80% or more of the time**

Product or service feature of significance	Position in firm			
	Senior Executive/ Owner	Engineering	Operations	Purchasing
Operating costs	60%	38%	50%	55%
Impact on customer service	57%	48%	48%	56%
Potential improvements in overall process	74%	52%	62%	44%
Contracted maintenance support	21%	21%	20%	20%
Flexibility in financing	20%	15%	18%	21%

**Implication:** Further validation that the concept of total cost of ownership strikes a chord? Absolutely.

Operating costs are right up there with two-thirds of respondents, indicating it's a key consideration the majority of the time. But it's also interesting to see that the potentially complex and harder-to-explain concept of overall process improvement has the most impact on these purchase considerations. If a marketer can clearly indicate where their product or service impacts a customer's operational efficiency – in real terms (e.g., greater production availability) – decision makers and influencers will pay attention. This is especially true with Senior Executives and Owners – 74% of whom consider this factor 80% of the time.

However, as the data suggests, don't lean on this story with purchasing.

## 4. Go green or go lean?

*If the choice is between go green or go lean, survey says go lean.*

With more and more emphasis put on safety and environmental factors in the B2B considered purchase decision, our research set out to establish the relative importance of three key components of this category: safety features, energy efficiency and green supply chain.

Safety features were an important differentiator between two choices in at least 60% of the purchases for 57% of the respondents. For almost half of the respondents (48%), energy efficiency of the product was an important differentiator in at least 60% of their purchases. The existence of a green supply chain for the product was an important differentiator (between two choices) to only a minority of respondents (Table 6).

Table 6

### Percent of purchases where certain aspects were an important differentiator between two choices

	0%	20%	40%	60%	80%	100%
Safety features	16%	13%	14%	18%	22%	17%
Energy efficiency of product	15%	19%	17%	19%	22%	7%
"Green" supply chain for product	29%	27%	17%	15%	8%	4%

*Significantly lower numbers for "green."*

Safety features consistently outweighed the other two factors as a differentiator, especially in energy-related and process industries. The information technology sector assigns little significance to any of these factors, with only a small minority indicating strong consideration in at least 60% of purchase decisions (safety – 23%; energy efficiency – 29%; green supply chain – 16%).

**Implication:** Go green? Probably not. While energy efficiency cannot be overlooked because of its close relationship to operating costs, the research indicates that the less tangible benefit of buying a product with a "green" supply chain is a significantly less important factor for the considered purchase product.

Go lean? That might make more sense. The tangible economic benefits that come from improved operational efficiencies and lower operating costs (see Table 5) have much more impact. Express your benefit in terms of economic value before emphasizing the environmental friendliness of your story.

## Part I Conclusion: What should the message be? Depends on who you talk to.

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The B2B buyer appears to be motivated to consider a product or service first based on price, but other features are also important. Total cost of ownership continues to be a phrase that B2B buyers respond to positively, especially at the higher levels of decision making, such as Senior Executives and Owners. Operational efficiency also catches the attention of those involved in the considered purchase process. A compelling story around the safety benefits of a product or service, at least in certain markets, may help tip the scales in your favor if other considerations appear to be a wash.

Clearly, the role of the decision maker or influencer has a huge effect on the messages that resonate most during the purchase process. One size does not fit all. Engineering and Purchasing may have completely different concerns than the Senior Executive or Owner. Tailor your message to your audience by stressing the right benefits based on whom you are targeting at a given point in the purchase process.

Do you often think about the age of your audience? You should. In our research, we found some substantial variations in responses by age. For example:

- A far greater percentage of our respondents age 60 and older found total cost of ownership messages to be an important factor compared to any other age category.
- The same group of respondents age 60 and older also felt that impact on customer service was significant in the decision-making process to a far greater extent than other age groups.
- Respondents over age 50, on average, indicated safety features were an important differentiator 58% of the time, well above those under 50 (49%).
- As you'll see in Section II, respondents 30 to 39 years of age were more likely than respondents older than 60 to indicate online trade publication articles as important sources for considered purchase decisions (32% vs. 19%).

## 2 out of 3

*B2B buyers say purchase price dominates their purchase decision 60% or more of the time*

## 67%

*of Senior Execs/Owners in B2B say TCO is an important message*

## 73%

*of B2B buyers DON'T consider "green" features an important product consideration*

## PART II

# Information Consumption and Online Habits

The B2B buying cycle is often broken into six distinct phases: problem identification, criteria creation, search, evaluation, test and selection, and procurement.

Little research exists to determine which information resources are most valuable to a B2B influencer or decision maker during each of these various phases, or if online resources are as heavily referenced by this B2B audience as we might assume.

In this section of the survey, we attempted to discover the effectiveness of various tactics and how relevant social media is to this group of industrial and technical buyers.



# 1. Useful information.

*B2B buyers—  
just give them facts.*

There was substantial variation in the importance of particular written materials as information sources (Table 7). Technical data sheets, whether online or in print, topped the list in importance followed by informal contacts in your own industry and website. Other online resources (product catalogs and trade publications) were more important in each case than their in-print counterparts (37% vs. 22% and 27% vs. 23%, respectively).

Table 7

## Importance as information sources for considered purchase decisions

On a scale of 1 to 5 where 1 is "Not at all important" and 5 is "Very important"	←—————→					Percent "4" or "5"
	Not at all important				Very important	
	1	2	3	4	5	
Technical data sheets (online)	3%	9%	23%	41%	24%	65%
Informal contacts in your own industry	6%	12%	29%	35%	19%	54%
Website	5%	16%	27%	36%	16%	52%
Technical data sheets (in print)	8%	16%	24%	32%	20%	52%
Product catalogs (online)	13%	20%	29%	26%	11%	37%
Case studies that include 3rd-party resources	16%	19%	29%	26%	10%	36%
Trade publication articles (online)	14%	27%	32%	23%	4%	27%
White papers	17%	24%	34%	19%	6%	25%
Trade publication articles (in print)	19%	25%	33%	20%	3%	23%
Product catalogs (in print)	21%	29%	28%	18%	4%	22%

**Implication:** The revelation that online media needs to be the most prominent part of the B2B marketing mix is hardly a new insight. Confirmation that online versions of technical data sheets, catalogs and advertisements are preferred over their printed counterparts is a welcome affirmation for marketing managers making the case to shift budgets to online media.

Keep your online content current, detailed and relevant to your audience. Buyers in these areas of B2B are looking for technical data, drawings, specifications and other up-to-date materials to help them make considered purchase decisions, and the ease of online access makes electronic materials preferable to print.

## 2. Networks rule.

*Can we do lunch?*

When evaluating a range of human information sources, survey respondents formed a hierarchy of importance. While all of these roles have some importance to decision makers and influencers, informal contacts within the industry rated more important to a higher percent of respondents (55%) than OEM sales reps (44%) or manufacturing trade representatives (39%) – (Table 8).

Table 8

### Importance as sources for gathering information

On a scale of 1 to 5 where 1 is "Not at all important" and 5 is "Very important"	←—————→					Percent "4" or "5"
	Not at all important				Very important	
	1	2	3	4	5	
Informal contacts in your own industry	4%	12%	29%	36%	18%	<b>55%</b>
OEM sales representatives	7%	19%	31%	33%	10%	<b>44%</b>
Distributors	12%	18%	36%	26%	8%	<b>34%</b>
Manufacturing trade representatives	11%	17%	33%	31%	8%	<b>39%</b>
Trade shows	17%	31%	29%	19%	3%	<b>22%</b>

There were no significant demographic differences in the percentage of respondents who indicated informal contacts were important sources for gathering information for considered purchase decisions.

**Implication:** Have a few sales people that seem to burn bridges? Is your customer service less than desirable? You'd better get that fixed. Across all industries and across every demographic, the most important human interaction source for information is the informal contact within one's industry.

### 3. Be ready when the B2B buyer finds you.

As expected, respondents indicated most sources of information are important in the search and evaluation stages of the decision process (Table 9). OEM sales reps and distributors reach their highest percent at the procurement stage. It is of interest that most respondents do not regard these information sources as having high importance in the problem identification or criteria creation stages.

Table 9

#### Stage in purchase decision at which source is most important

(among those ranking it a 4 or 5 on the importance scale)

	Problem identification	Criteria creation	Search	Evaluation	Test and selection	Procurement
Informal contacts in your own industry	10%	14%	31%	33%	8%	4%
OEM sales representatives	9%	14%	26%	30%	11%	9%
Distributors	4%	12%	22%	16%	14%	31%
Manufacturing trade representatives	11%	11%	32%	26%	13%	7%
Trade shows	8%	15%	55%	13%	6%	3%

■ Stage where greatest percentage indicated source was most important

**Implication:** While there is a lot of talk about marketing and sales playing a role in helping customers identify their problems and defining criteria, our research indicates the customer is likely to be working independently at this stage. Logically, the importance of different outside influences picks up dramatically as the search for supplier alternatives begins.

As a B2B marketer, focus your energy on allowing prospective buyers to quickly evaluate you as an alternative. Understand their language and the problems they're likely to encounter, but don't confuse them by trying to create scenarios and issues that may not exist.

## 4. Use of online resources: How's your blog?

*75% of respondents that are in a user group find it helpful in making capital purchase decisions.*

A research study isn't needed to tell us that industrial and technical B2B buyers are going online to gather information about a purchase. However, to what extent do they use other devices and information sources? The majority of respondents use a smart phone to access email and the Web, and nearly half are regularly following discussion forums linked to their industry. In both cases, the majority of these users are doing so to gather purchase information (Table 10).

Approximately one-third of our respondents regularly follow industry-related blogs with a majority of them doing so to gather purchase information. While 35% of respondents use LinkedIn, only one-third of those users do so to gather purchase information. Podcasts and Facebook had the lowest level of adoption, with a very small percentage using either as a resource for a purchasing decision.

Table 10

### Use of online resources and help in gathering purchase information

	Percent using
Smart phone to access email and the Web	59%
Regularly follow discussion forums linked to your industry	46%
Regularly follow blogs linked to your industry	31%
LinkedIn	35%
Podcasts	24%
Facebook	13%

Other online behaviors uncovered as part of this research study included:

- Nearly half of the respondents (49%) have clicked on an online ad to gather information. Of those who clicked, 34% sought it out and 66% just noticed it in passing.
- Slightly more than half (51%) of respondents have clicked on an online video to gather information. Of those who clicked, 44% sought it out and 56% just noticed it in passing.
- Approximately one-third (35%) of respondents belong to a user group. Of those who do, 75% found information from that user group helpful in making capital purchase decisions.

**Implication:** Considering B2B buyers' preference for online material, the next logical step is to make your online libraries as mobile-friendly as possible. With the emergence and increasing popularity of smart phones and tablets, more materials are being accessed on-the-go.

Additionally, elevation of your users' roles in formal user groups can reap major benefits, including long-term customer retention.

## Part II Conclusion: Think about your tactical mix.

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To no one's surprise, this research confirms the importance of various online and digital media as an information source for those involved in the considered purchase process.

- Online resources in the form of technical data sheets, product catalogs and trade publication articles all outweighed their print counterparts when evaluated for their importance.
- Mobile websites, discussion forums and blogs are important information sources for purchasing decisions.
- The utility of online ads and videos is clear, with half or more of respondents indicating experience with both for gathering purchase information.

Before re-allocating our marketing budgets to all things digital, however, let's not forget the most important resource: informal contacts within the industry. In all cases, industry peers rank this resource as a highly important part of the information and supplier evaluation process.

**1 out of 3**

*Number of respondents that follow an industry blog*

**50%**

*of respondents have clicked on an online video.*

*In B2B, it is all about **content and contacts.***

# PART III

## The Purchasing Process: Preferred Suppliers and Critical Attributes

The intent of this research area was to uncover how a company gains consideration as a preferred supplier. With the existence of online bidding systems and the proliferation of online information about potential supplier options, we set out to understand how these factors affect the ability of a company to become a preferred supplier. We also questioned whether preferred supplier status truly leads to increased sales.



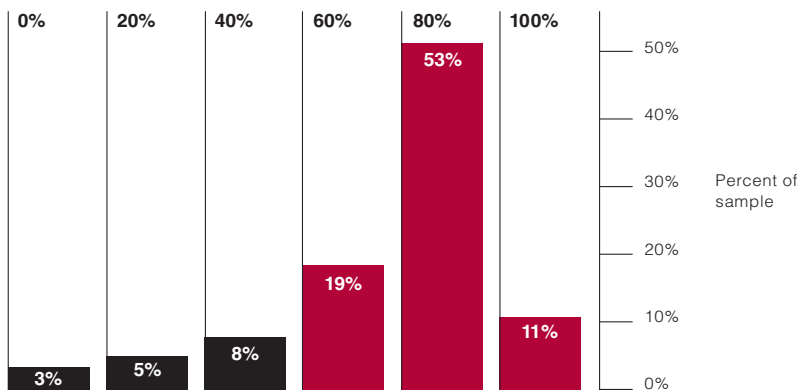
# 1. Preferred suppliers get the business.

Our research showed that 83% of considered purchases were from a preferred supplier a majority of the time.

Table 11

## Percent of purchases from preferred suppliers

Percent of cases where purchase was made from preferred supplier



With respect to variations by age or role, no significant areas of difference were found.

When asked to classify the types of purchases for which preferred supplier lists were most commonly used, respondents provided a broad range of responses. Capital equipment (22%) garnered the most mentions with raw materials (15%) and technical services (14%) rounding out the top three. Thirteen percent of respondents indicated they used a preferred supplier list for all purchases (Table 12).

Table 12

## In what purchase areas are preferred supplier lists commonly used?

	Percent
Capital equipment	22%
Raw materials	15%
Technical services including IT	14%
<b>All</b>	<b>13%</b>
Computer hardware	6%
Computer software	6%
Business supplies	5%
Construction/building materials/furniture	5%

**Implication:** Becoming a preferred supplier can sometimes be a complex process, but it is worth the effort. For a considered purchase product or service, the development of a mutually beneficial business relationship is of importance and should be part of the overall B2B sales strategy.

## 2. Quality and price matter, but what else?

*Can you show evidence of satisfied customers?*

In almost all cases, respondents indicated product quality and price were used to select preferred suppliers. More than half of respondents indicated that customer satisfaction, service considerations, on-time delivery, product availability and proof of financial stability were used in the selection process (Table 13).

Table 13

### Factors in selecting preferred supplier

	Percent
Product quality	90%
Price	87%
Evidence of customer satisfaction	64%
Service considerations with the equipment (service level agreements, aftermarket support)	63%
Evidence of successful prior contract compliance in: On-time delivery	60%
Evidence of successful prior contract compliance in: Product availability	58%
Proof of financial stability	52%

There are some additional findings of interest related to the selection of preferred suppliers:

- Those in Purchasing were more likely than respondents in general to consider all aspects of the purchase criteria in selecting preferred suppliers.
- Younger respondents, specifically those between age 30 and 39, appear to be more disposed to risk-taking when evaluating suppliers, with half or less indicating evidence of customer satisfaction, on-time delivery compliance, financial stability and proof of production capacity as important criteria.
- Respondents in the information technology industry indicated the lowest percentage of purchases from a preferred supplier list (57%) with those from energy-related and process industries indicating the largest percentage (74%).

**Implication:** If the old adage, “Price, quality and delivery – you can have two out of three,” is true, then we now know which two are most important. Price and quality dominate the landscape for preferred supplier selection, where on-time delivery ranked significantly less important.

Evidence of customer satisfaction ranked as the third most important criteria. This reinforces the notion that formally nurturing a strong group of satisfied referral customers may be one of the most important investments you can make (see Section II).

## Part III Conclusion: Being a preferred supplier is worth the effort.

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With respondents indicating that 70% of purchases come from a preferred supplier list, this may be an important area of emphasis in a B2B sales strategy. If you do move into the preferred supplier arena, be prepared to demonstrate the following and defend these aspects of your product or service:

- Product quality
- Price
- Evidence of customer satisfaction
- Service considerations (service level agreements and aftermarket support)
- Evidence of successful on-time delivery
- Evidence of successful product availability
- Proof of financial stability

**83%**

*of respondents stated that considered purchases came from preferred suppliers most of the time.*

*How well do you track **service level agreements**?*

***Purchasing departments** are more likely than other respondents to consider **all product aspects** in selecting preferred suppliers.*

# Report Conclusion

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To build on the B2B marketing data available from trusted resources such as MarketingProfs, MarketingSherpa, BtoBOnline and GlobalSpec, TriComB2B teamed with the University of Dayton's School of Business Administration to conduct primary research into B2B marketing industry trends. In early 2011, a customized survey of 448 individuals provided important insights regarding how they react to marketing messages, the information sources they consider most important and how they view the role of preferred suppliers. Some summary observations are provided on the next page.



*While B2B buyers **respond to different messages** depending on their role within the organization, **everyone responds to price.***

*In B2B, differences exist between influencers and decision makers, but the **role or function** that one has within an organization is more important.*

*B2B buyers are looking for strong **technical content**, and they will **go online first.***

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### **Consider the message and the audience**

The B2B buyer is motivated to consider a product or service first based on price, but other features are also important. Total cost of ownership continues to be a phrase that B2B buyers respond to, especially at the higher levels of decision making. Determine which feature to stress over another based on the role of the individual who is making the purchase decision.

With the increased activity of green marketing, especially in the consumer world, “going green” is not as important a differentiator in the purchase decision when compared to safety features and energy efficiency.

Regardless of role, information from informal industry contacts was second only to online technical data sheets in importance to the decision-making process. Make sure those contacts are sharing positive feedback.

### **Consider how information consumption and online habits are changing**

It is clear from the research that the B2B buyer ranks technical information as very important in the purchase decision process. Technical information should be focused on supporting the search, evaluation or procurement stages of that process. By the time most B2B buyers search for a supplier, they have already passed through the problem identification and purchase criteria phases.

Go mobile – or be prepared to, soon. More B2B buyers are using a smart phone regularly and participating in industry discussion forums and networks such as LinkedIn.

If a product or service lends itself well to active feedback from users, an investment in a user-group format makes sense.

### **Consider the benefits of becoming a preferred supplier**

The global and interconnected nature of today’s B2B world has created a more complex process for those companies aspiring to preferred supplier status. With 70% of survey respondents, particularly those in Operations, indicating they use a preferred supplier list, this should be an important part of your sales and strategy.

**Social media** is being adopted at a rapid pace within B2B, including LinkedIn, blogs and discussion forums.

**Distributor networks** play a critical role in the B2B marketplace at the time of procurement.

**Preferred supplier status** is critical to B2B sales strategy if the marketplace accepts that model of business development.

# About this Report

This report was created and executed through a partnership between TriComB2B and the University of Dayton's School of Business Administration. The Business Research Group at the University of Dayton designed the survey and analyzed the survey data.

During the first quarter of 2011, a total of 448 respondents across industry sectors participated in the survey. In some cases, similar industry segments were combined into larger groupings to simplify analysis and results presentation. The number of respondents for each industry grouping is provided below, as well as the definition of the groupings where applicable.

Industry Group	# of respondents
Energy-related	41
Construction	50
Information technology	31
Medical device and pharmaceutical	58
Industrial manufacturing	107
Process industries	45
Other	116

## INDUSTRY GROUPING DEFINITIONS

**Energy-related** – petroleum refining, oil and gas, power generation, alternative energy

**Construction** – industry grouping not applicable

**Information technology** – industry grouping not applicable

**Medical device and pharmaceutical** – industry grouping not applicable

**Industrial manufacturing** – industrial equipment, power transmission, machine tool, controls and electronics, component manufacturing, other manufacturing

**Process industries** – mining, food and beverage, chemical processing, water resources, pulp and paper

**Other** – various industries not classified in the above categories, to include agriculture, automotive, consulting engineering, HVAC, packaging and telecommunications

Versions of this report that are specific to the above industries can be requested at: [www.tricomb2b.com/2011Research](http://www.tricomb2b.com/2011Research).

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## About The Business Research Group at the University of Dayton

The Business Research Group at the University of Dayton is part of the university's School of Business Administration. This organization offers comprehensive market research offerings, including:

- Survey research
- Focus group research
- Program evaluations
- Economic forecasts

For more information, visit <http://businessresearchgroup.udayton.edu/>.



## About TriComB2B

Solving the complex marketing challenges businesses face today requires a balance of innovative and proven strategies. Striking that balance calls for creativity, experience and a comprehensive set of capabilities.



Located in Dayton, Ohio, TriComB2B is a business-to-business marketing agency that truly understands these challenges. Our commitment to addressing the complexities encountered in marketing technical products and services has made TriComB2B a trusted marketing partner for companies throughout the U.S.

TriComB2B was recognized in 2011 as a Top 150 Agency by *BtoB Magazine*.

For more information, visit [www.tricomb2b.com](http://www.tricomb2b.com).

