

Survey Analysis: Selling to Industry Line-of-Business Buyers

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Initiatives:[Product Portfolio Customer Acquisition](#)

Targeting industry roles opens up your addressable market. Technology general managers can use the results of our buyer survey to effectively target the last frontier of buyers — industry line-of-business roles.

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Methodology

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Overview

Gartner continues to hear that B2B demand generation and sales efforts are not reaching the right target audience. Uncertain of whom to target in growing buying groups, providers are targeting too broadly with messages that are not engaging (see [“General Manager Insight: Optimizing Demand Generation Through Target Audience Data”](#)).

This is amplified when targeting nontraditional technology buying roles, especially in industry-specific lines of business (LOBs). Many providers shy away from addressing the sheer breadth and complexity of potential LOB buyers, asking us regularly:

- Who are these buyers?
- What do they want?
- How do we best attract their attention and engage them?

While attention has been given to corporate or horizontal LOB roles, this study was conducted to understand the buying process of industry-specific LOB buyers of technology solutions. We took a deep dive into how these LOB buyers are shaping the role technology plays in their business and operational change initiatives, the roles LOB buyers play, and what they need during the buying process.

This presentation provides a first-take overview of key findings from the study. It will be followed up with subsequent insights and industry-specific analyses.

Evidence

Results presented are based on a Gartner study to understand the buying process of industry-specific line of business (LOB) buyers of technology solutions. Specifically, it deep dives into how business leaders are shaping the role technology plays in their business initiatives and operational change, and how decision makers in core business areas are making these decisions.

The primary research was conducted online between May and July 2019, among 764 respondents in North America (the U.S. and Canada) and Western Europe (the U.K., Germany and France).

Companies were from seven focus industries: telecommunications, government, healthcare, insurance, retail, manufacturing and natural resources, and financial services. The respondent companies were screened to have more than \$50 million in revenue in 2018 and a minimum of 100 employees.

Respondents were required to be senior members of business units with a high degree of involvement in technology decision making. It was also required that their business units should have plans to invest in technology solutions in the next 12 to 24 months.

The study was developed collaboratively by Gartner analysts and the Gartner Primary Research Team.

Disclaimer: Results do not represent “global” findings or the market as a whole but reflect the sentiments of the respondents and companies surveyed.

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