LeanData

Buying Groups Blueprint

Jumpstart Your Buying Groups Journey

The Problem

More and more B2B sellers have noticed that for high consideration products, the buyer is not one person, but a buying committee made up of multiple departments, roles, and personas. This changing landscape renders the traditional MQL or ABM go-to-market strategies less effective.

Regardless of how urgent the change is for some, the idea of changing Sales and Marketing culture or having to adjust systems and processes from leads to opportunities seems like climbing Mount Everest. Most B2B sellers' revenue engines are set up to identify, nurture, and sell to leads. They're not engineered to identify buying groups and focus on opportunities, not to mention nurture the buying group successfully from inquiry to close.

Conventional wisdom believed the buying committee was around six people. In reality, buying committees are **10, 12, 14 people or more.**

(Forbes)

The average Buying Group consists of **4-10 members**, with operational leaders and managers accounting for the majority of decision makers.

(Infuse)

30% of a pipeline goal is achieved even though companies meet **100%** of their MQL goal.
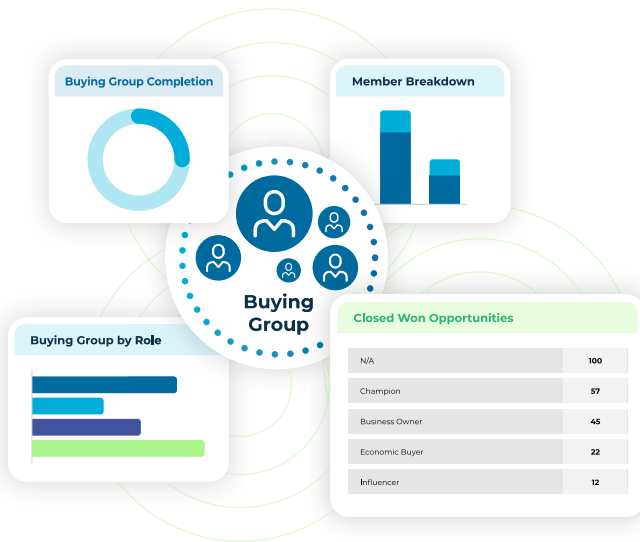
(Madkudu)

The Solution

LeanData empowers Marketing and Sales leaders to easily automate the Buying Group GTM motion within their CRM. Powered with AI, Buying Groups Blueprint analyzes historic data to determine impact and ROI of Buying Groups transformation, establishing baseline metrics for strategic rollout and ongoing measurement. This, combined with recommendations centering on the current state of technology stack, systems and existing process configurations, provides a comprehensive GTM strategy to transition organizations to a Buying Group motion.

Buying Group

Account Rep

Champion

Ingrid Thompson
Finance Director

Build the Business Case for Buying Groups

Uncover the data that justifies moving to a committee-focused transformation.

Buying Group Completion

Member Breakdown

Buying Group by Role

Buying Group

Closed Won Opportunities

N/A	100
Champion	57
Business Owner	45
Economic Buyer	22
Influencer	12

See How Each Buyer Impacts Revenue

Craft a winning strategy by connecting every buyer and signal to the outcomes of each opportunity.

Discover Your Complete Audience

Connect seemingly disparate people and personas influencing deals and impacting accounts.

Buying Group

Buying Group

Ingrid Thompson
Finance Director
Champion

Opportunities

Get Started Today:

Request Demo

Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Matching, Routing, Scheduling and Buying Groups, or visit us on **AppExchange**.

Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 1,000 customers and community of 5,000+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!