LeanData

Buying Groups Powered by LeanData

Target and Engage Buying Committees to Win More Deals

The Problem

Buying Groups are not new. For decades, enterprise purchase decisions have been made by committees, not by individual people in a vacuum. The recent economic environment has highlighted that the current model, marketing to either individuals or entire accounts, is not working. There is a new mandate for change.

Revenue teams struggle to connect personas to roles in buying committees and connect all of their interactions to the Opportunities in Salesforce, leaving blind spots in the account relationship. Marketing and Sales organizations have difficulty effectively engaging the right roles in their target accounts. When critical buyers aren't engaged, sales cycles are extended, deals are lost, additional opportunities are missed, and revenue leaks from the pipeline.

92% of purchase decisions made by two or more people.

(Forrester)

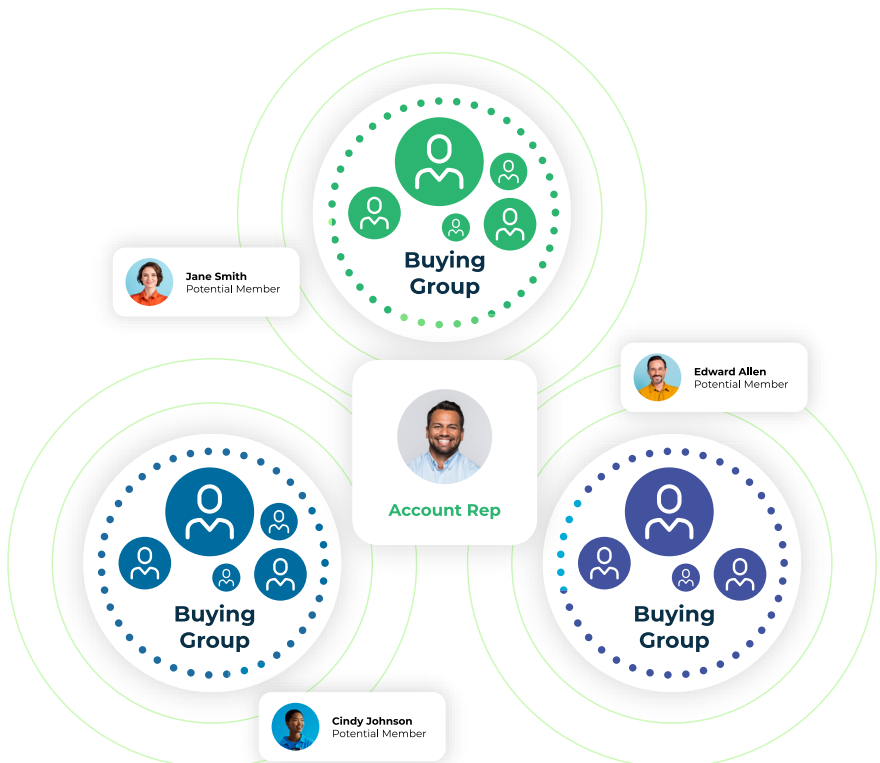**83%** of software is bought through a committee.

(Gartner)

Successful deals involve **9 contacts** engaged.

(Ebsta)

The Solution

LeanData empowers Marketing and Sales leaders to easily identify the roles and personas of each Buying Group member, in any account. With Buying Groups Blueprint, enterprises can build a business case for their Buying Groups GTM motion using existing Opportunity data as evidence. With Buying Groups Orchestrator, organizations can scale what their best sales reps do naturally through automation, and align Sales and Marketing around defined Buying Groups before Opportunity creation.

Jane Smith
Potential Member

Buying Group

Edward Allen
Potential Member

Account Rep

Buying Group

Buying Group

Cindy Johnson
Potential Member

BUYING GROUPS BLUEPRINT

Build Your GTM Strategy on a Foundation of Data

- Analyze patterns in all historic Opportunities to retroactively identify Buying Group members and roles.

- Evaluate touchpoints and contacts, determine who and what has successfully influenced the sale.

- Leverage data to construct initial Buying Groups, segmented by any product line or business need.

Buying Group

Janet Perry
Sales Ops

Executive Champion

Lori Tucker
CMO

Manager

Buying Group
Potential Member

Buying Group
Potential Member

Finance Director

Buying Group
Potential Member

Edward Allen
Potential Member

Jane Smith
Potential Member

Buying Group

Cindy Johnson
Potential Member

Buying Group

Contacts

Personas

Buying Group

Roles

Closed Won Opportunities

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

BUYING GROUPS ORCHESTRATOR

Power Your GTM Motion with Buying Group Data

- Operationalize and automate a sophisticated Buying Groups motion with LeanData.

- Get more targeted than ABM, at scale, focusing on the individuals influencing purchase decisions.

- Enjoy full visibility across the journey with extensive KPI and Analytics reporting to understand how to improve the strategy over time.

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!