

# B2B BUYER BEHAVIOUR: SME VS. ENTERPRISE

The 2015 Buyersphere survey surveyed 211 B2B buyers on their behaviour during the buying process. Then we split the answers from large and small companies (<100 employees). Read on for the differences between Big Co and Small Biz.

**SME**

**up to 100**

96%	Buyer at board-level/worked with board during buying process	69%
66%	Ultimate decision-maker	44%
17%	Any external personnel involved in the buying process	27%
11%	Read report by external analyst	23%
67%	Went to supplier website for information	46%
45%	Used search engine to find information	32%
32%	Sourced advice from colleagues/friends	39%
11%	Used LinkedIn to find information	25%
45%	Described their perfect supplier as 'offering best price'	34%
0%	Described their perfect supplier as 'trustworthy/honest'	7%
<b>MORE LIKELY TO CHOOSE A SUPPLIER THAT:*</b>		
50%	Communicates frequently	58%
28%	They had heard of before	36%
58%	Responded more quickly to requests	73%

Lone wolves who carry more individual responsibility, making them more cost-conscious. With fewer peers and colleagues supporting them, more likely to search online or use supplier websites.

Without direct ownership of the business, they are less driven by cost. They appreciate personal service and other 'softer' qualities, and are more likely to get information and support from their own peer network.

**ENTERPRISE**

**101+**

Visit [www.baseone.co.uk/buyersphere](http://www.baseone.co.uk/buyersphere) to download full report

\* We asked them to compare the qualities of supplier they chose with those of the suppliers they also considered but rejected.

