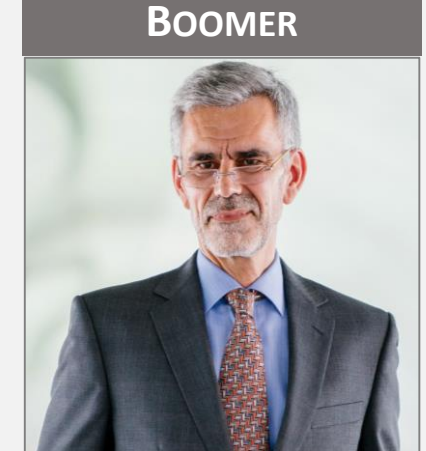
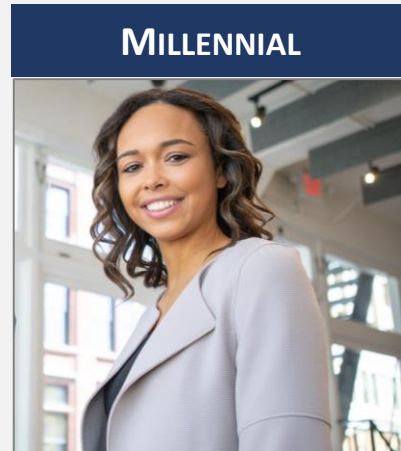


Multiple Generations Further Complicate the B2B Buying Center

PRO TIP: Map out the nuances & dynamics of the team of stakeholders evaluating you.



| | MILLENNIAL | GENERATION X | BOOMER |
|--|--|---|--|
| WORKSTYLE | <ul style="list-style-type: none"> • Work life blur | <ul style="list-style-type: none"> • Work life balance | <ul style="list-style-type: none"> • Work. Work. Work. |
| MEDIA¹ | <ul style="list-style-type: none"> • Streaming • Multiple social networks • Apps | <ul style="list-style-type: none"> • Most avid TV watcher • Traditional & digital media mix • Spends the most time on Facebook | <ul style="list-style-type: none"> • Biggest consumers of traditional media, but online dominates • Uses Facebook and other social to stay connected |
| TOP DECISION-MAKING SOURCES² | <ul style="list-style-type: none"> • Industry analysts • Vendor in-person • Vendor.com | <ul style="list-style-type: none"> • Peers • Vendor.com • Industry analysts | <ul style="list-style-type: none"> • Industry analysts • Peers • Case studies |
| VENDOR/SOLUTION CRITERIA | <ul style="list-style-type: none"> • Company reputation • Product specifications | <ul style="list-style-type: none"> • Ease & convenience • Better & more modern tools | <ul style="list-style-type: none"> • Greater options/variety • Business-centric benefits & deliverables |
| DECISION MINDSET | <p><i>"I take a hard look at the company behind the solution. We can get the right fit without compromising our values."</i></p> | <p><i>"We need to go with the solution that we can get up and running smoothly and sets us up well for the future."</i></p> | <p><i>"With my deep experience, I can help guide the evaluation, watching for the hidden landmines, so we can make the best decision."</i></p> |

Sources: Kasasa¹, Arketi Group²