



Beyond The Boardroom

Navigating the Complexity of Today's B2B Research

B2B research often runs into the same three challenges:

1. Gatekeepers blocking access
2. Buying committees that surveys treat as a single person
3. Survey instruments that feel like they were written for someone buying a toaster, not a seven-figure business contract



Decision Analyst



**Role-Based
Recruitment**

**Multi-Mode
Access**

**Incentive
Architecture**

Navigate Buying Committees & Gatekeepers

Reaching the right people requires intentional architecture.

- ✓ Build screeners around actual buying behavior, not just job titles
- ✓ Go where the people are, not where surveys are easy
- ✓ A very underrated thought - B2B professionals are not motivated by a five-dollar gift card



Navigate Data Integrity & Verification

Who is behind the screen?

Specialty B2B sample employs rigorous identity verification (e.g., LinkedIn integration) and captures firmographics like revenue and job title at registration.

B2B decision makers speak a different language than general consumers. They provide robust open-ended responses because they actually understand the products and industry shifts being discussed.



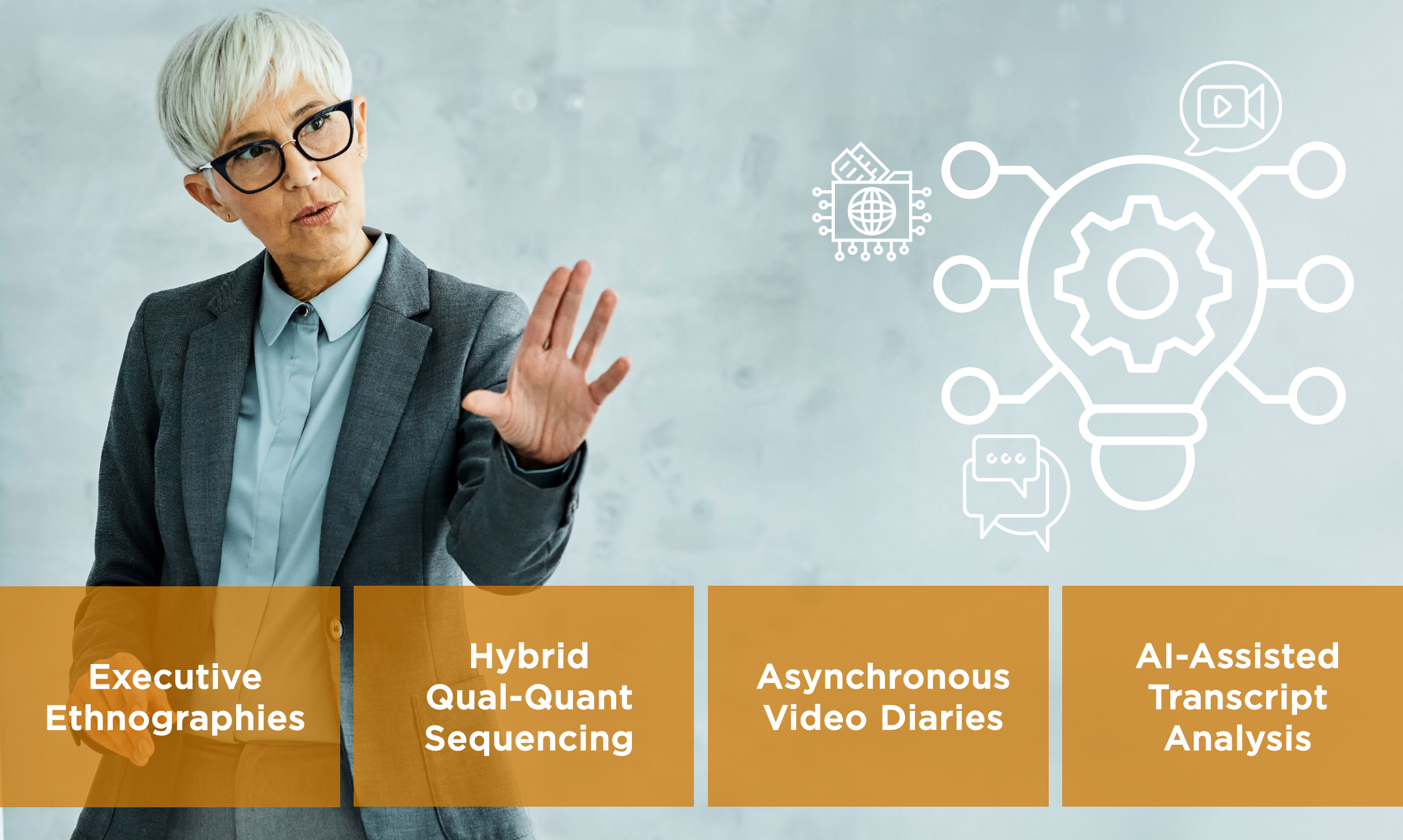
Navigate The Hidden Cost of "Cheap"

Consumer panels = lower upfront cost; more expensive in the long run

- The "Cleaning" Tax – significant time (and money) scrubbing bad data and hunting for replacements

Premium B2B panels

- Require higher incentives & cost more per head
- Deliver shorter field times and higher confidence in results



**Executive
Ethnographies**

**Hybrid
Qual-Quant
Sequencing**

**Asynchronous
Video Diaries**

**AI-Assisted
Transcript
Analysis**

Innovate

Methods That Reach High-Level Players

Built for the kinds of people who don't usually show up in research

Executive ethnographies let us observe how senior buyers actually behave, not just what they say in a survey.

Hybrid qual-quant sequencing means we use qualitative work to develop language that resonates, then scale that language into quantitative instruments.

Asynchronous video diaries capture real moments - a vendor pitch, an internal budget debate - in ways that no survey can.

AI-assisted transcript analysis lets us mine thousands of real conversations for the language buyers actually use.



Generic Survey Language

Q: How important is vendor support when making software purchasing decisions?

1 = Not important, 5 = Very important

Limited actionable insight.

Industry-Calibrated Language

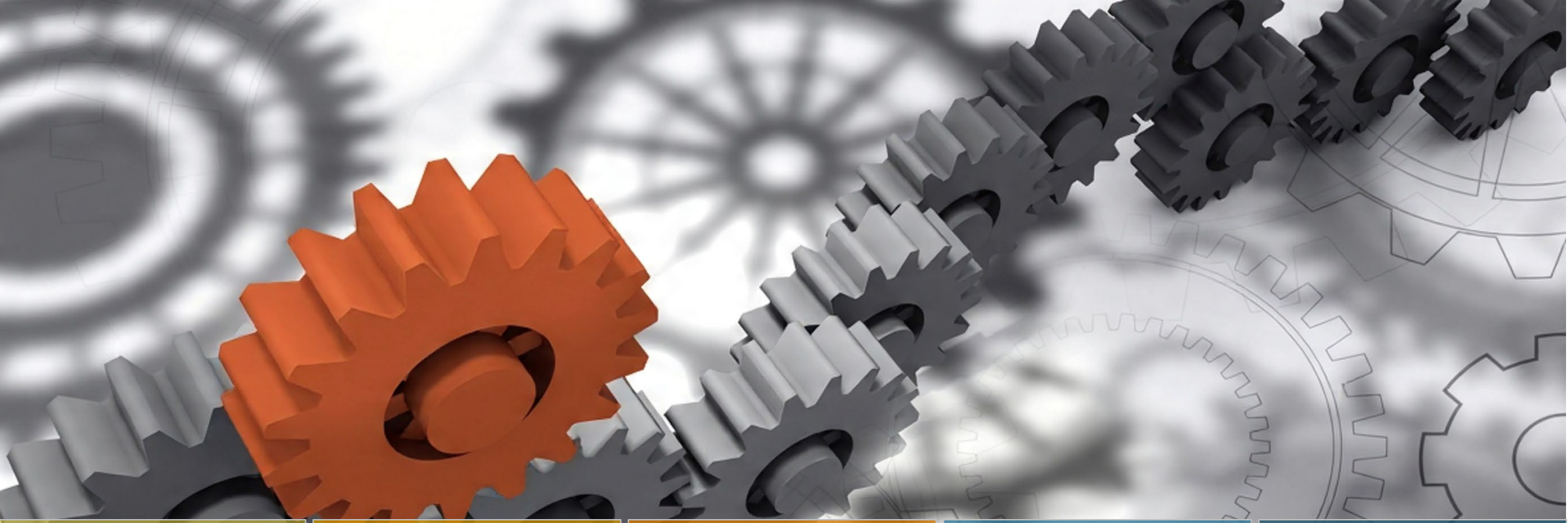
Q: When your SLA escalations hit tier-3 support in year 2 of a contract, how often does the vendor response time influence your renewal recommendation to the CFO?

Rich verbatims. Specific, usable data.

Survey Language

In B2B research there is a fine line between being too generic and too jargony.

It's important to be industry or product specific without using too much internal vocabulary. Appropriately worded questions also help with leadership buy in.



01

Stakeholder
Mapping

02

Language
Calibration

03

Multi-Mode
Recruitment

04

Validated
Fielding

05

Intelligence
Activation

The Repeatable B2B Research System

This is the complete system mapped as a process.

- Stakeholder mapping before a single question is written
- Language calibration through ethnographies or desk research
- Multi-mode recruitment deployed in parallel
- Real-time quality monitoring during fielding
- Insight delivery formatted for the stakeholder receiving it



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