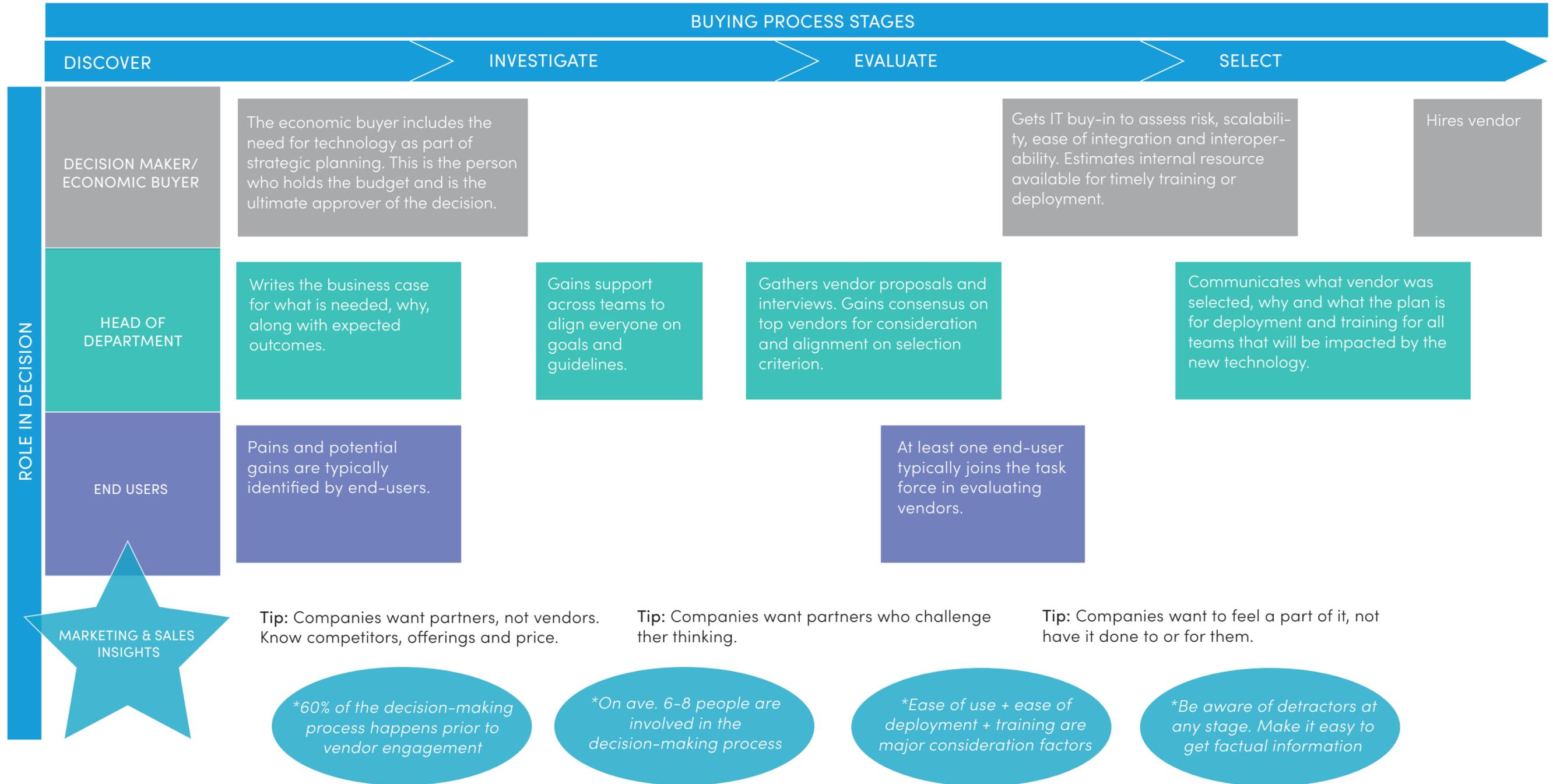


# Typical B2B Technology Buying Journey

The buyer's journey is the process your buyers go through to make purchase decisions. It represents the touch points and interactions with various players during this process.



## DEFINITIONS

**Decision Maker/ Economic Buyer:** Person responsible for making the purchase and holds the budget. Their primary concerns are efficiency and financial performance.

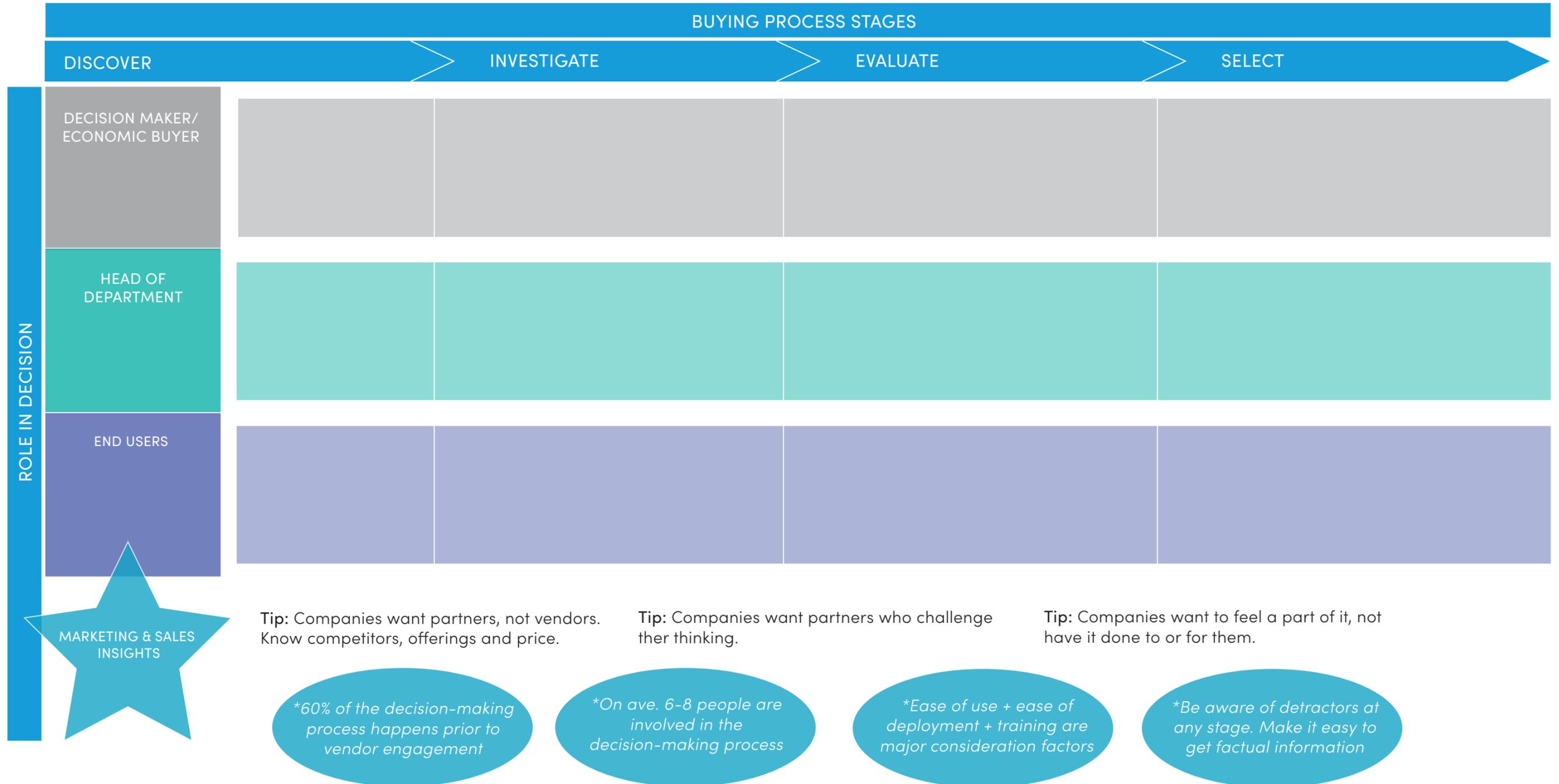
**Recommenders | Influencers:** Individuals or groups who the decision maker relies on for their expertise. They do all the heavy lifting in the search and evaluation phases, and make a final recommendation.

**End-Users:** The beneficiaries of a new solution. Typically they are key in the requirements definition and evaluation stages of the process.

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