

B2B Buying

Marketing

How organisational purchases differ from consumer ones.

Roles in the buying centre.

Role	Cares about
Initiator	The problem being solved
User	Whether it works day to day
Influencer	Technical fit and standards
Decider	Outcome and total cost
Buyer	Terms, price and process
Gatekeeper	Who gets access at all

The user and the decider are rarely the same person. A message that persuades one often fails to reach the other.