



THE ULTIMATE GUIDE TO LOSING B2B BUYERS—FAST

A workshop on everything
NOT TO DO when engaging B2B buyers in 2025



**IT'S A BUYERS'S WORLD;
WE ARE JUST LIVING IN IT**





**THE END OF THE
GROWTH-AT-ALL-COSTS ERA**

**INNOVATION THROUGH
EFFICIENCY**

**AI, CYBERSECURITY, AND
CLOUD INVESTMENTS**

**DRIVING
BOTTOM-LINE
IMPACT**

**THE RISE
OF SERVICES-AS-A-SOFTWARE**

**MITIGATING BUYERS'
FEAR OF MESSING UP
(FOMU)**

**MARKETERS STRUGGLE
TO CONNECT**

**WINNING THE BUYER
ENABLEMENT
MANDATE**

BUYERS ARE SELF-SERVING

70-80%

of the journey completed in the dark

Research Starts

Self-Serve

Consensus/
Vendor
Outreach

Research validation
Sales outreach
Inbound

Confirmation Bias

PURCHASE

Research and short list vendors
We must build brand preference in this phase

The background features a gradient of blue and purple hues, overlaid with several large, semi-transparent, organic shapes that resemble overlapping circles or fluid blobs. These shapes are in various shades of light blue and lavender, creating a layered, modern aesthetic.

7

**SUREFIRE WAYS
TO LOSE B2B BUYERS**

#1 THE INSTANT BOOKER

Speed is everything:

Book time immediately after connecting with a buyer

Winning approach:
The relationship builder

#2 THE LINKEDIN PITCH SLAPPER

Treat every connection
as an instant opportunity,
bombarding new contacts
with unsolicited pitches

Winning approach:
The value connector

#3 TECH FEATURES GALORE

Overload buyers with product features instead of tailoring messaging to their unique needs

Winning approach:
The clarity champion

#4 SINGLE CHANNEL OUTREACH

Deliver outreach to buyers
on one channel, forsaking all
others and leading to spam

Winning approach:
The multi-thread pro

#5 SPRAY AND PRAY(ER)

Outreach en masse, without
any relevance—and therefore,
without any value

Winning approach:
Engage the right buyers

#6 ONE-AND-DONE MESSENGER

Assume silence means
disinterest and abandons
potential buyers too soon

Winning approach:
The relationship builder

#7 THE 'SINGLE BUYER' FALLACY

Engage a single decision maker, not addressing the challenges of all buying group members

Winning approach:
Work the entire buying group



INFUSE OUTLOOK 2025