

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

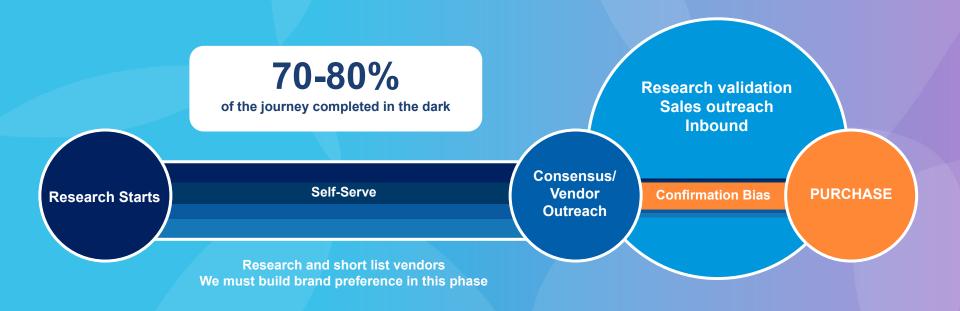
AI, CYBERSECURITY, AND CLOUD INVESTMENTS

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



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