



# Selling Tech to SMBs

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## Research Objective

Help tech marketers better understand and sell to SMBs

- SMB business outlook and challenges
- How SMBs learn about, research and decide on tech
- Drivers of tech purchases, and preferred channel
- Tech purchase timeframe and budgets
- Brand awareness and trust
- Use, and trust, of tech consultants
- Tech purchase attributes: importance and performance
- The role of content marketing in tech sales

# Methodology

## 1 How

- 15-minute online survey via the [Bredin.com/smbpulse](https://Bredin.com/smbpulse)

## 2 Who

- 312 principals of U.S. companies with <500 employees (5.5%+/- CI)
  - 112 with <20 employees (97.7% weighting)
  - 100 with 20-99 employees (1.9% weighting)
  - 100 with 100-500 employees (.3% weighting)
  - Any industry
  - See slides 50-54 for participant demographics

## 3 When

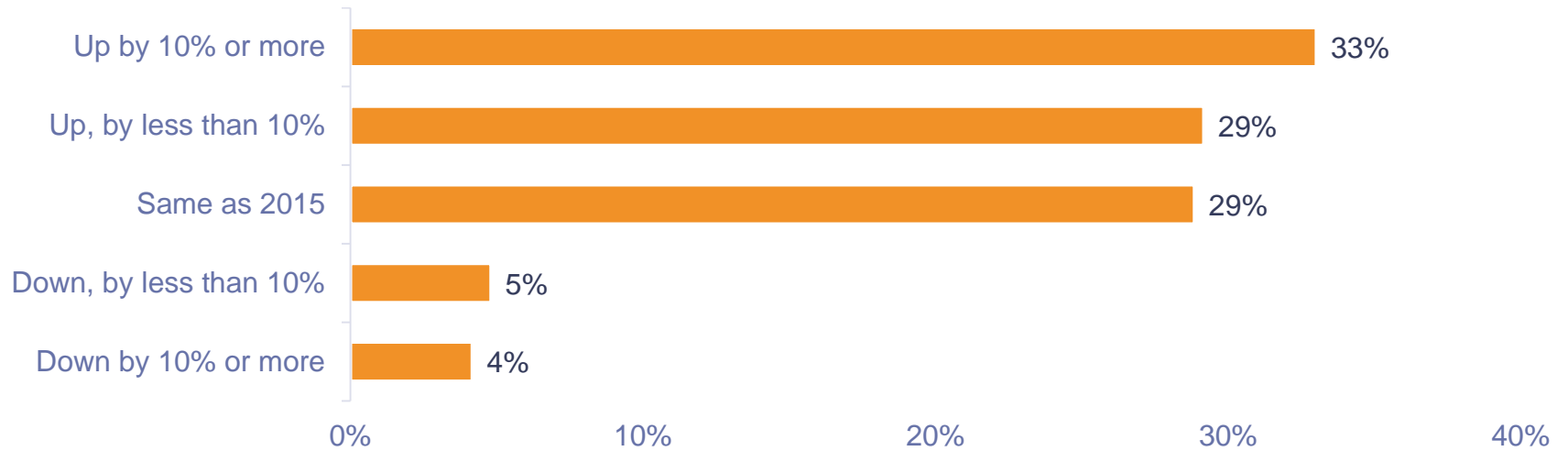
- August 3 – 8, 2016

# Detailed Results

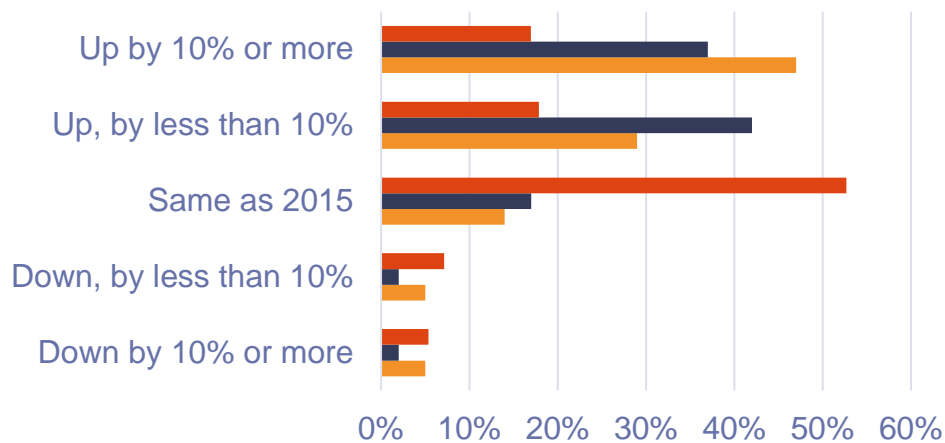
# 2016 Business Outlook

Almost two in three SMBs expect an up year

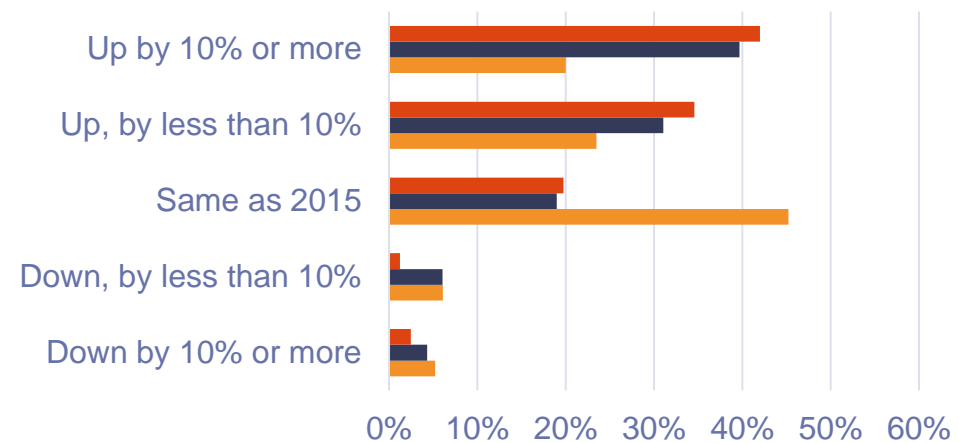
What is your revenue outlook for 2016, compared to 2015?



## Company size



## Respondent Age



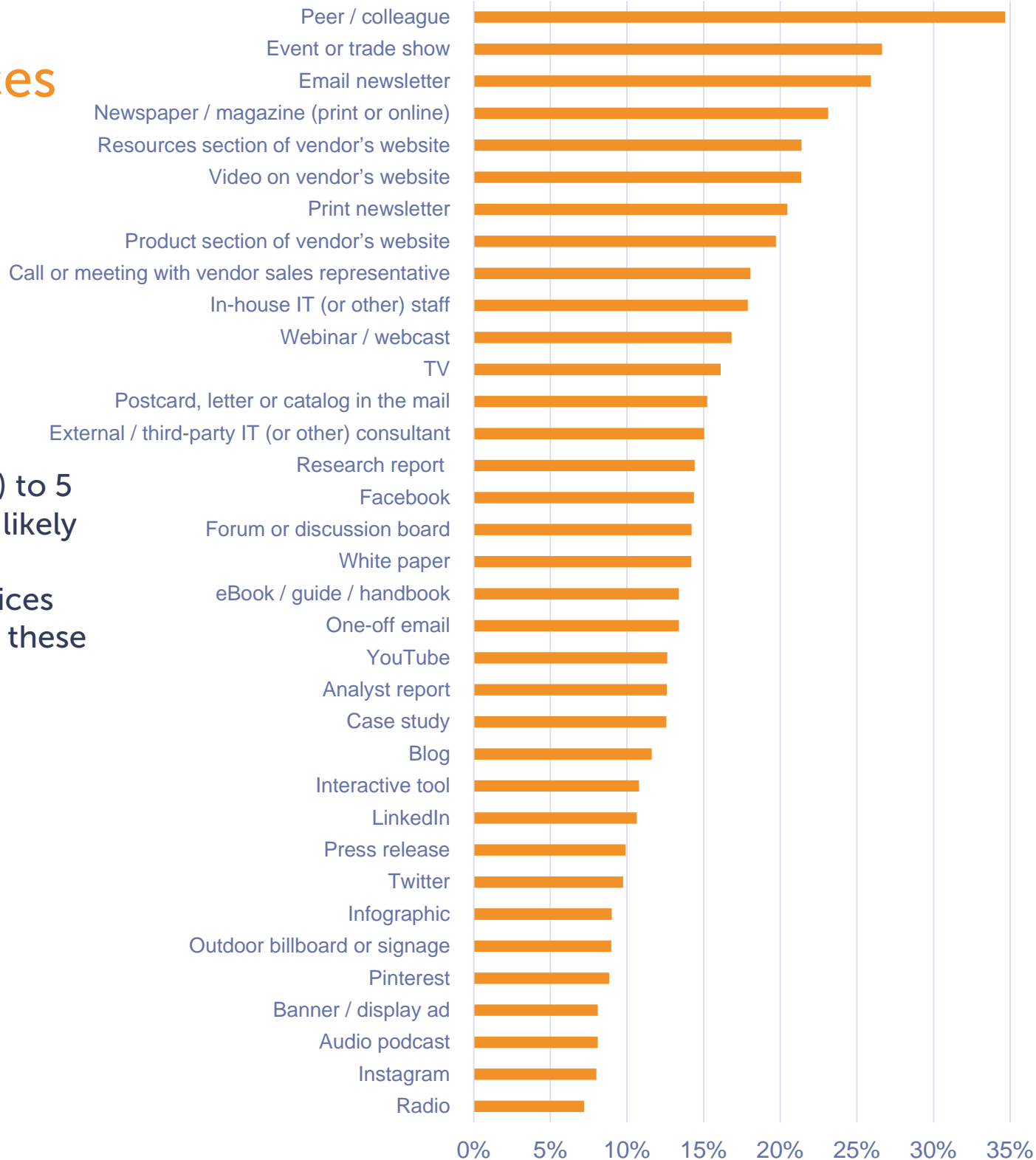
■ 1-19 ■ 20-99 ■ 100-500

■ 18-34 ■ 35-49 ■ 50+

# Awareness Sources

**SMBs are most likely to learn about new technology from their peers**

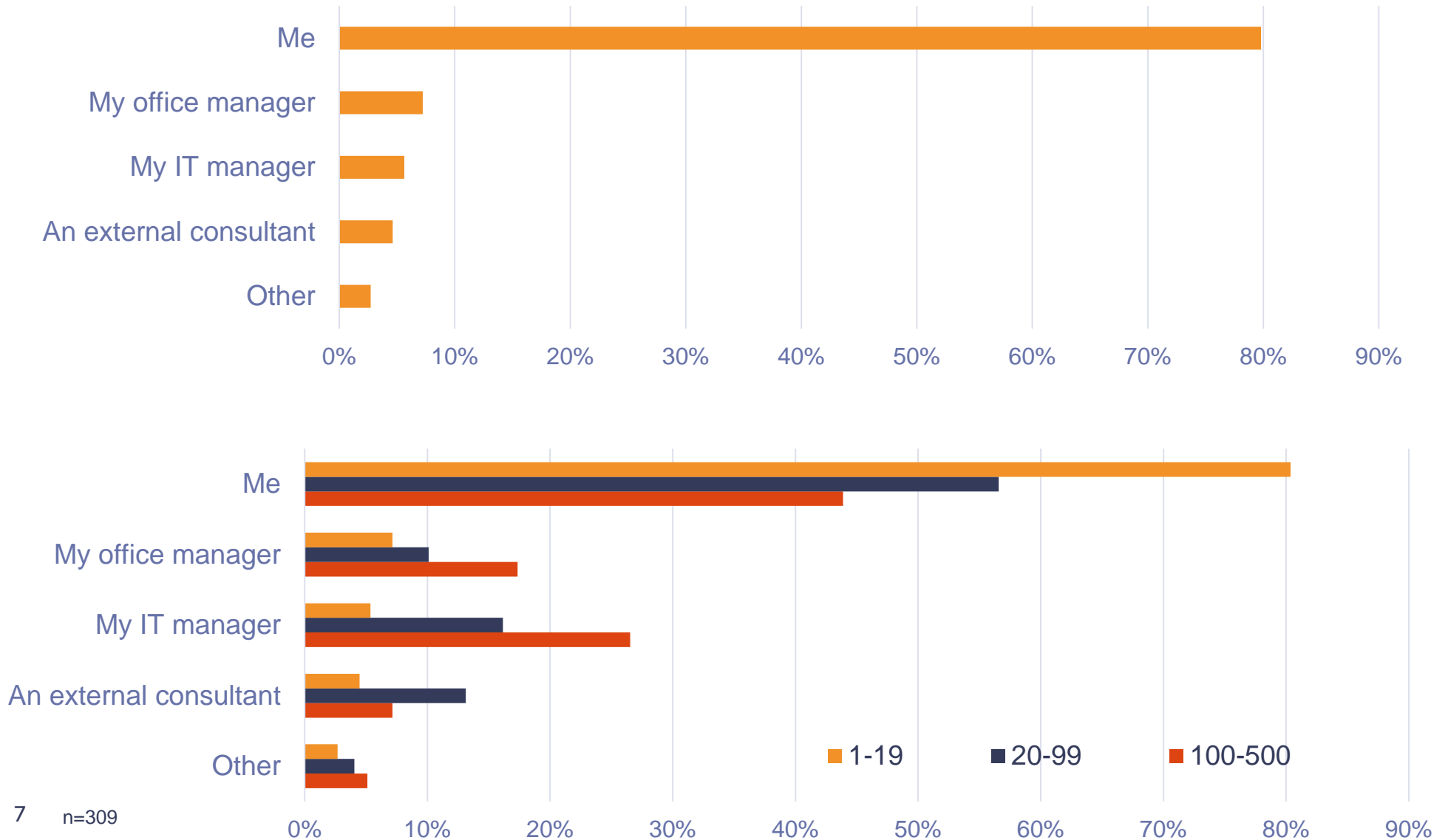
On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to first learn about technology products or services for your business via each of these specific sources / formats.



# Research Lead

SMB principals are intimately involved in tech product research

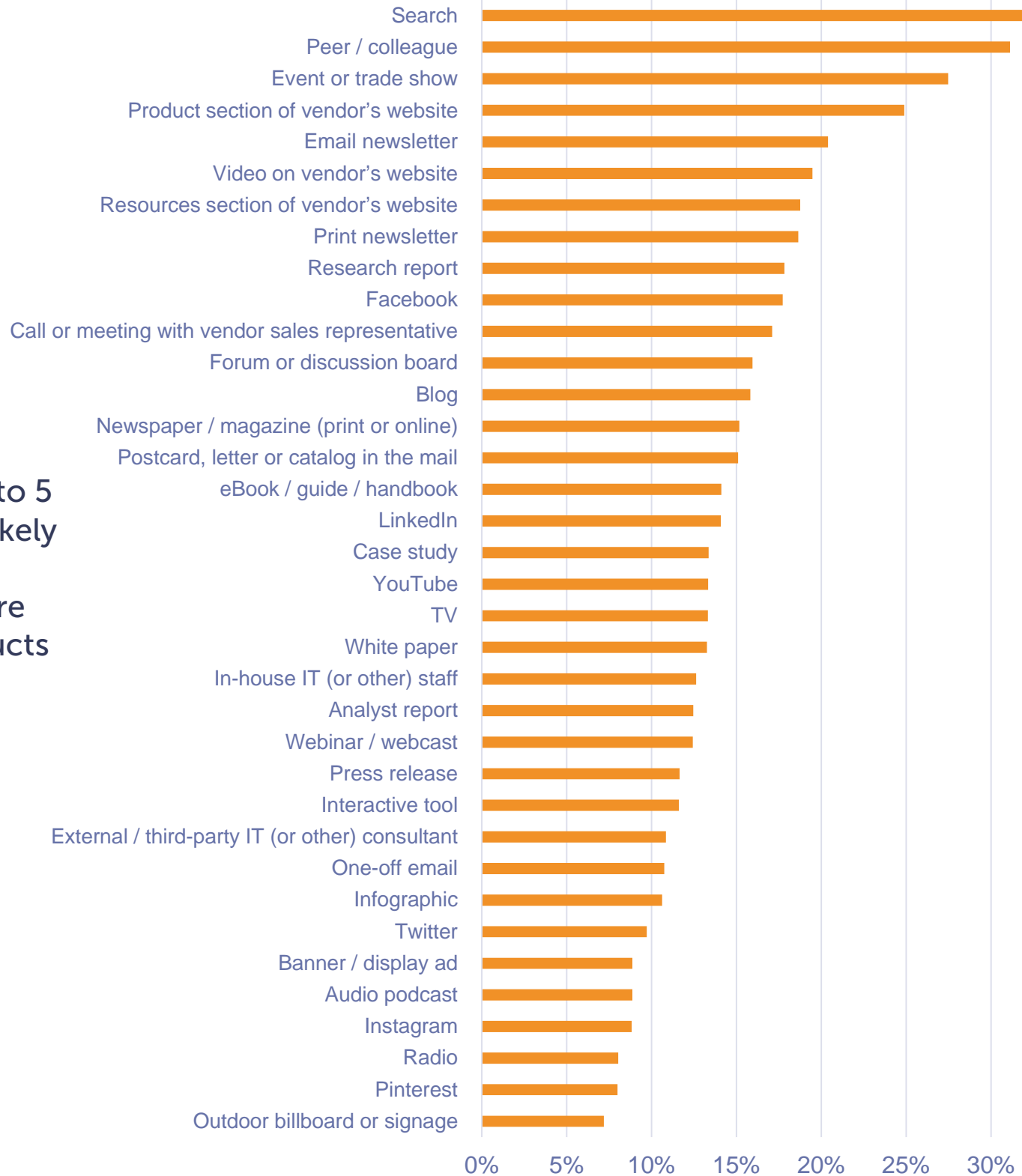
Once your company has decided to investigate a new technology product or service for your business, who typically leads the research?



# Research Sources

SMBs are most likely to research tech solutions via search, and their peers

On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to use each of these sources / formats when you are researching technology products or services for your business.

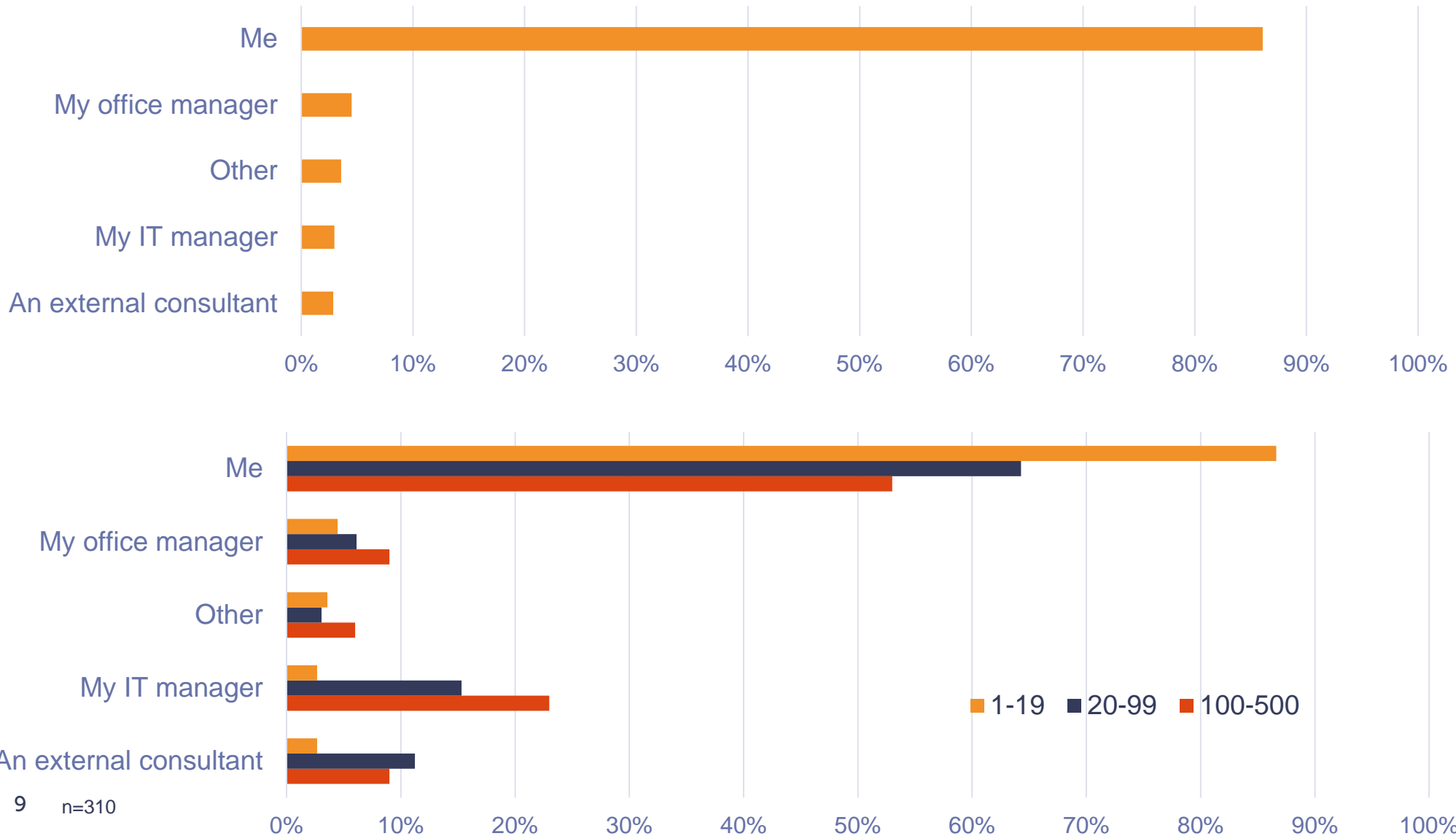




# Purchase Lead

SMB principals are the primary tech purchase decision-maker

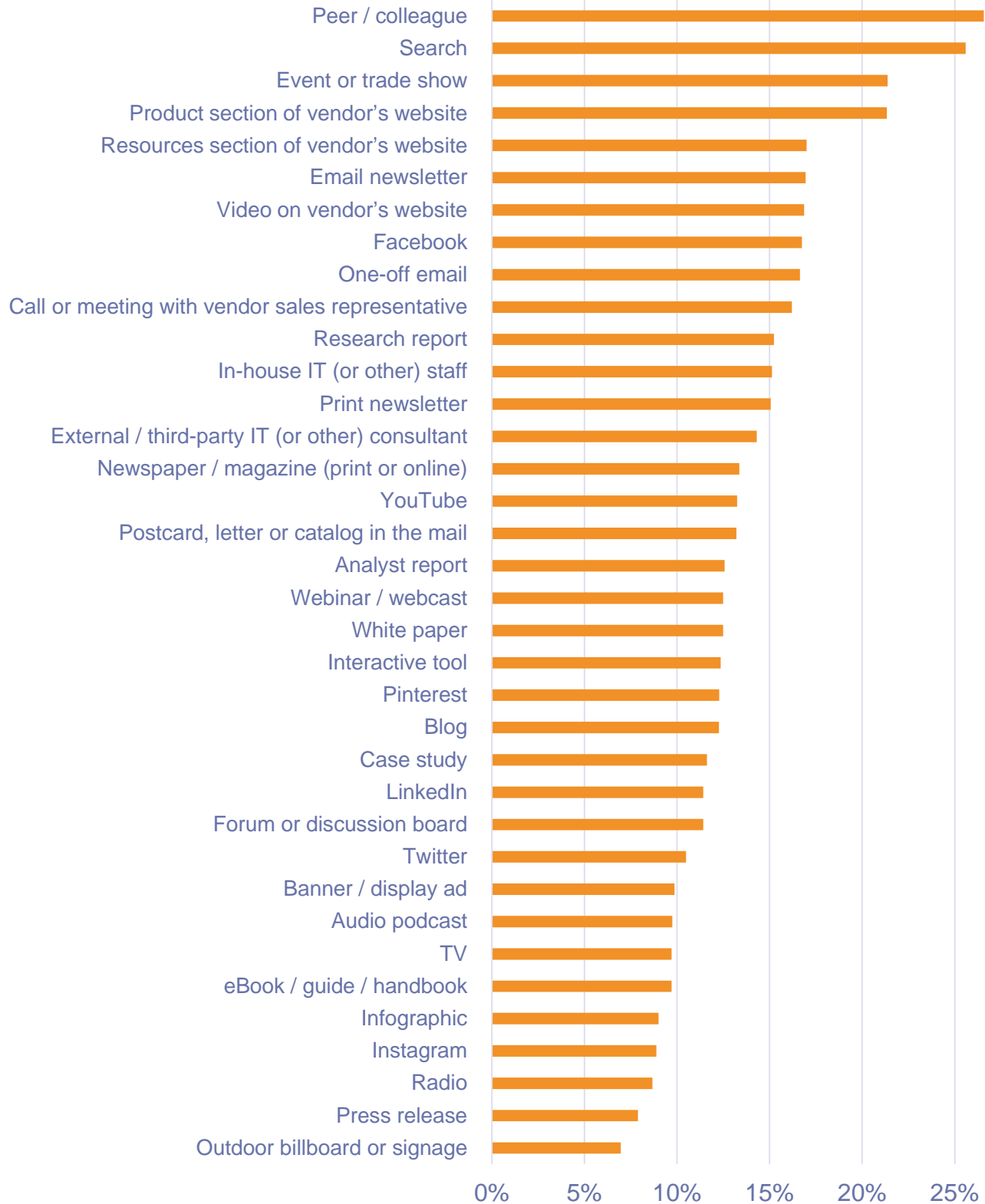
Once your company has researched a new technology product or service for your business, who makes the final technology purchase decision?



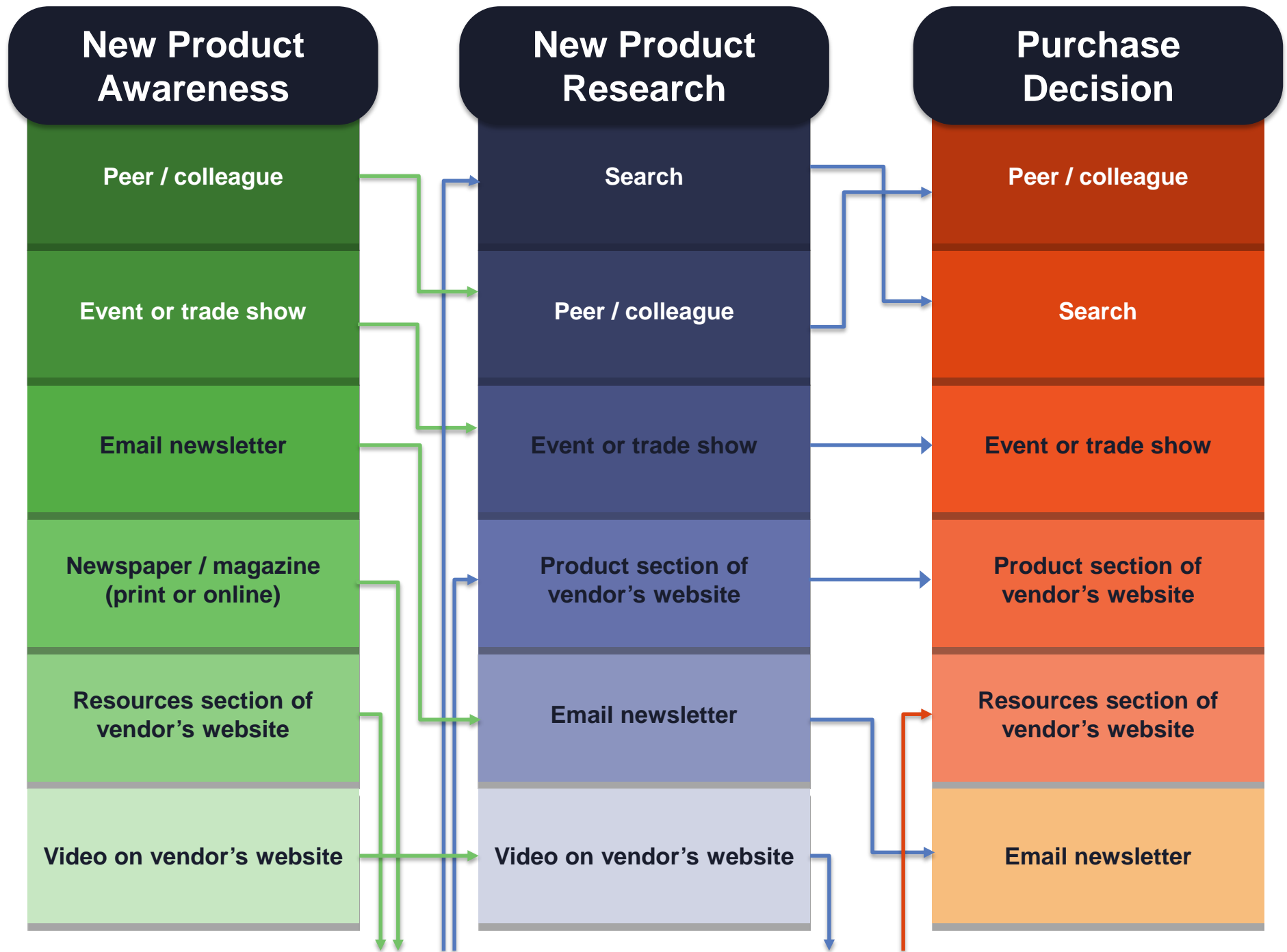
# Purchase Sources

**SMBs are most likely to rely on their peers to make a final tech purchase decision**

On a scale of 1 (very unlikely) to 5 (very likely), please rate how likely you are to use each of these sources / formats to make a final purchase decision on technology products or services for your business.



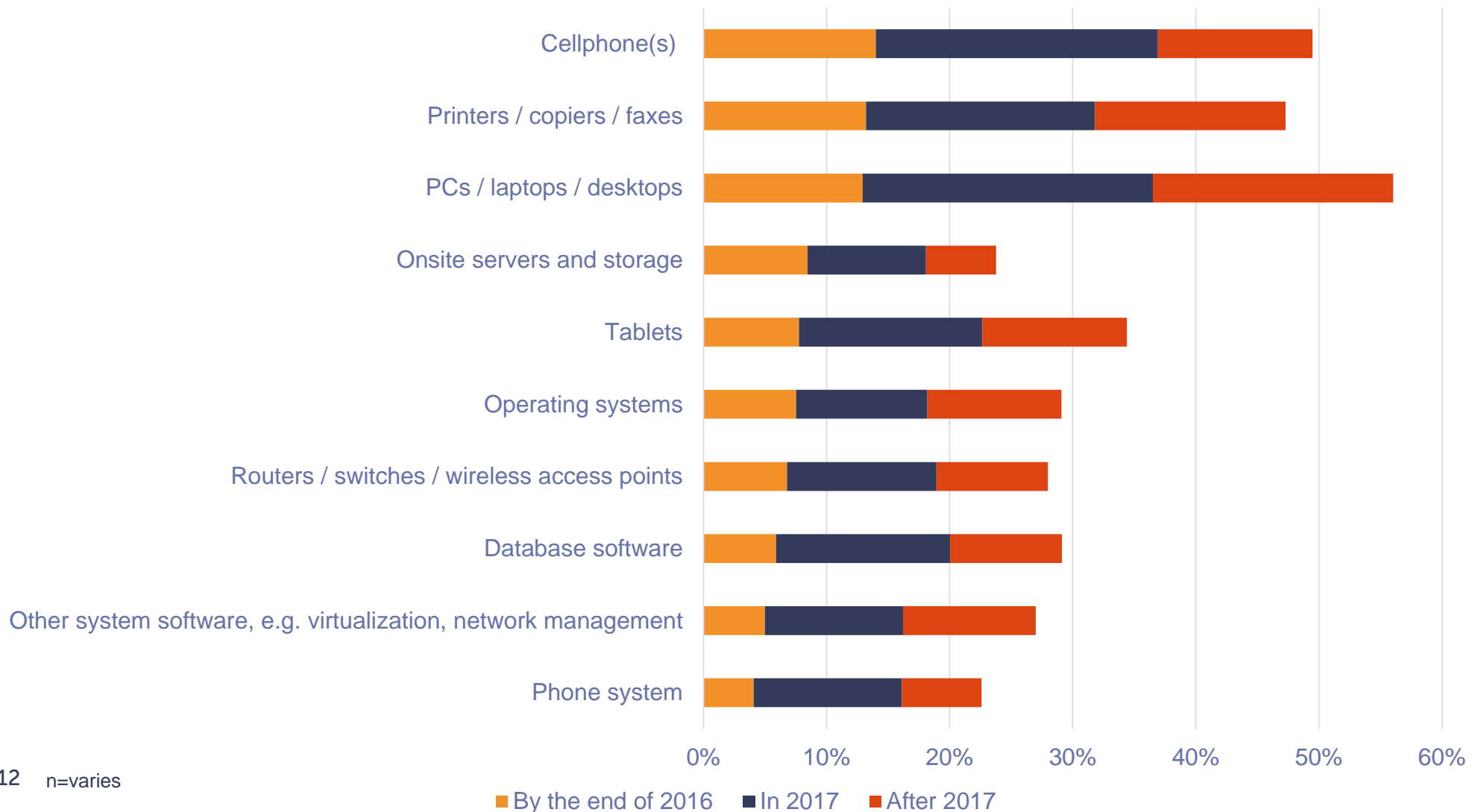
# SMB Purchase Process Map



# Tech Purchase Timing

SMBs are most likely to buy or upgrade cellphones this year

What is your best guess as to when you will buy new / additional, or upgrade, each of these technologies for your business? Please pick the most likely option in each row; pick the soonest option if you will do any given thing multiple times.



# Software Status

SMBs are most likely to get inventory mgmt., marketing automation and survey SW this year

Which, if any, of these kinds of software or apps do you currently have, or will you acquire?

