
New Research Identifies Four Distinct Types of Small Business Technology Buyers

How attitudes and beliefs influence
purchasing behavior.

Tracie Rollins, Infusionsoft

August 2013

New Research Identifies Four Distinct Types of Small Business Technology Buyers

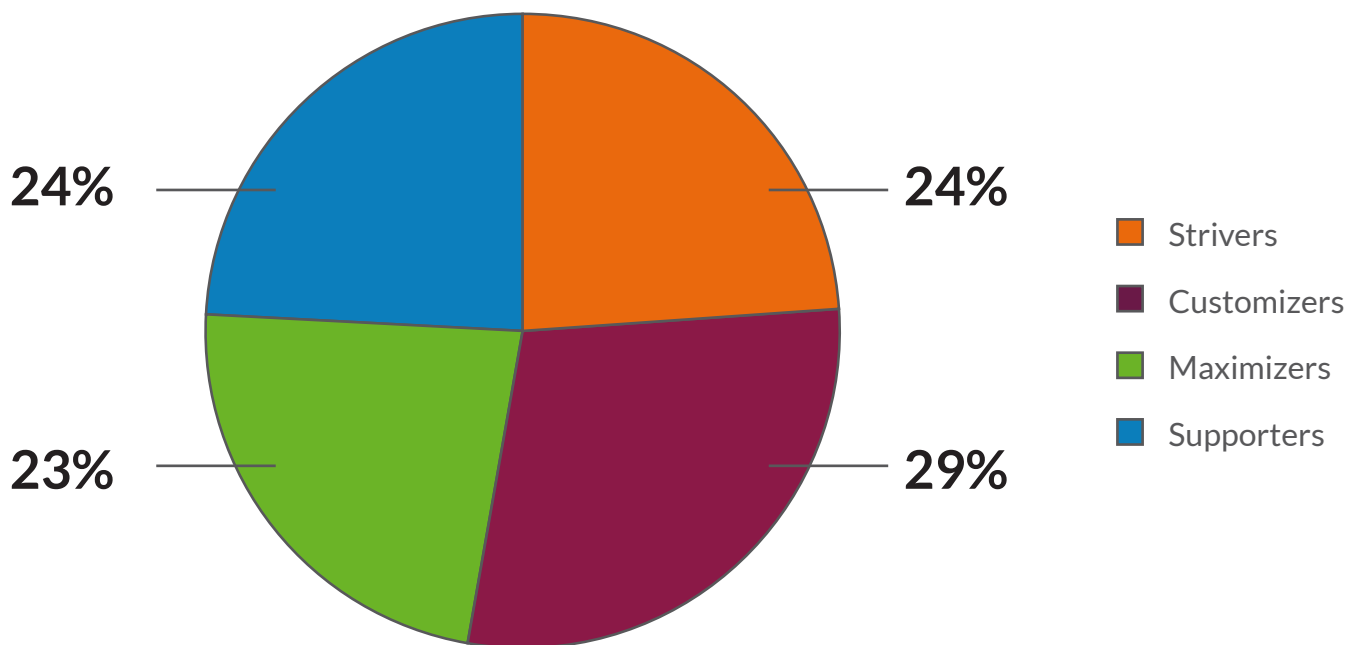
Contents

Introduction	3
Strivers	4
Customizers	4
Maximizers.....	5
Supporters.....	5
Summary	6
Supporting Data.....	7
Results and Analysis of Strivers.....	8
Results and Analysis of Customizers.....	10
Results and Analysis of Maximizers	12
Results and Analysis of Supporters.....	14

Introduction

New research suggests that the technology buying process for small businesses is influenced more by intrinsic attitudes and beliefs than by demographic factors like industry, revenue and years in business. A study conducted by Infusionsoft in Q1 2013, **The American Dream: What Really Motivates Small Business Owners**, surveyed nearly 1,200 small businesses. Based on attitudes and beliefs, it uncovered four distinct types of small business technology buyers:

- **Strivers** seek technology that can help them overcome sales and marketing challenges, move beyond their existing capabilities and support business expansion.
- **Customizers** seek technology that can help them automate existing processes and scale their business in a way that doesn't compromise their ability to deliver personalized customer service.
- **Maximizers** believe technology can provide a competitive advantage and help them achieve consistency and efficiency, resulting in greater resource utilization.
- **Supporters** are proud members of the small business community who purchase technology that meets their unique needs while bolstering opportunities for success.



Strivers

Behaviors—Generally, Strivers have lower sales and marketing acumen and struggle to grow their business. They believe that technology will help them grow, but lack the time and expertise to put effective strategies in place. They know they can do better and need help with developing an effective sales and marketing process. They have a vision, but have trouble with execution and modification of existing behaviors.

Technology—It's likely that Strivers will be dissatisfied with technology as a result of not having an effective process or strategy in place. Specific to sales and marketing technology, they may not have time or money to focus on essential activities that drive the full utilization of the technology. Additionally, they may not have a clear social media marketing strategy, making them less likely than the other three segments to use it.

Recommendations—Provide education and/or services to help Strivers develop and implement a strategy for ongoing success. Then, help them develop and deploy automation to support those processes.

Customizers

Behaviors—Customizers are established companies that value their reputation and relationships. Creating a personalized experience is essential to success, so they seek to scale their personalized approach. However, they aren't convinced that automation will provide a solid return on investment and fear it may hinder their progress. If implemented, they believe they may not have time to manage new technology or the resulting increase in clientele.

Technology—Customizers believe they've gotten along just fine with existing technologies, so they resist change. Specific to sales and marketing technology, they believe their business is too customized to find a cost effective solution. They lack the time to manage sales effectively, which is consistent with the amount of time and money they allocate to it. They use Facebook and Twitter for customer marketing, and are likely to leverage Pinterest and LinkedIn for networking and relationship building.

Recommendations—When selling to Customizers, establish relationships by providing education or services focused on attracting interest, capturing leads and nurturing prospects. Additionally, stories or case studies that demonstrate the benefits their peers are having with the technology may convince them that it will work for their business as well.

Maximizers

Behaviors—Maximizers believe that sales and marketing systems are essential for success and that technology can give them a competitive advantage. They want to ensure messaging is consistent while they focus on maximizing existing resources. They favor reducing headcount and will outsource projects when necessary.

Technology—Maximizers support systems that help them scale for growth and perform necessary sales and marketing activities with fewer resources. They invest more time on sales and marketing activities than any other segment. This is likely due to their implementation of technology and automation. They prefer Facebook and Twitter for social media marketing, and are the most active YouTube users among the four segments.

Recommendations—Emphasize return on investment when selling to Maximizers. They favor technology as a tool to support business success and want help selecting and implementing the right solution. As with all segments, offer education or services focused on attracting and nurturing prospects.

Supporters

Behaviors—Supporters believe that being small is the core of their identity. They are proud to be small and believe that small businesses will save the economy. They are more likely to work with vendors who exhibit an in-depth knowledge of the challenges that small businesses face, and believe their unique needs are significantly different from larger companies. Further, they are more likely than other segments to indicate a deep understanding of their customers.

Technology—Supporters appreciate systems that support their unique business needs. Specific to sales and marketing, they favor technology that helps them reduce costs and save time. Saving money is important to them. They are more likely than any other segment to have no budget allocation for sales and marketing, though the majority spend \$1,000 or less per month on marketing. Supporters are likely to use Facebook regularly.

Recommendations—Communicate your connection to small business and understanding of their needs. Supporters are unlikely to indicate they need assistance, however, providing education or services that help evaluate their messaging and content will be valuable to them.

Summary

Knowing the demographics of your target market is important, but understanding how their attitudes and beliefs influence technology purchases can help you analyze their needs in depth. A customized approach that considers your buyer's attitudes and beliefs will demonstrate your understanding of their unique situation. Helping them succeed with supplementary education or services will demonstrate your dedication to service and commitment to success.

At Infusionsoft, we're dedicated to a single purpose: help small businesses succeed. We do this by understanding the challenges faced by our customers. Then we find ways to help them meet those challenges with small business education, strategies to convert leads into customers, answering technical questions and more. Our solutions, including Infusionsoft all-in-one sales and marketing software, make it easy for small businesses to get organized, attract traffic, grow sales and save time.

For more information on Infusionsoft all-in-one sales and marketing software for small business, visit infusionsoft.com or call **1-866-800-0004**.

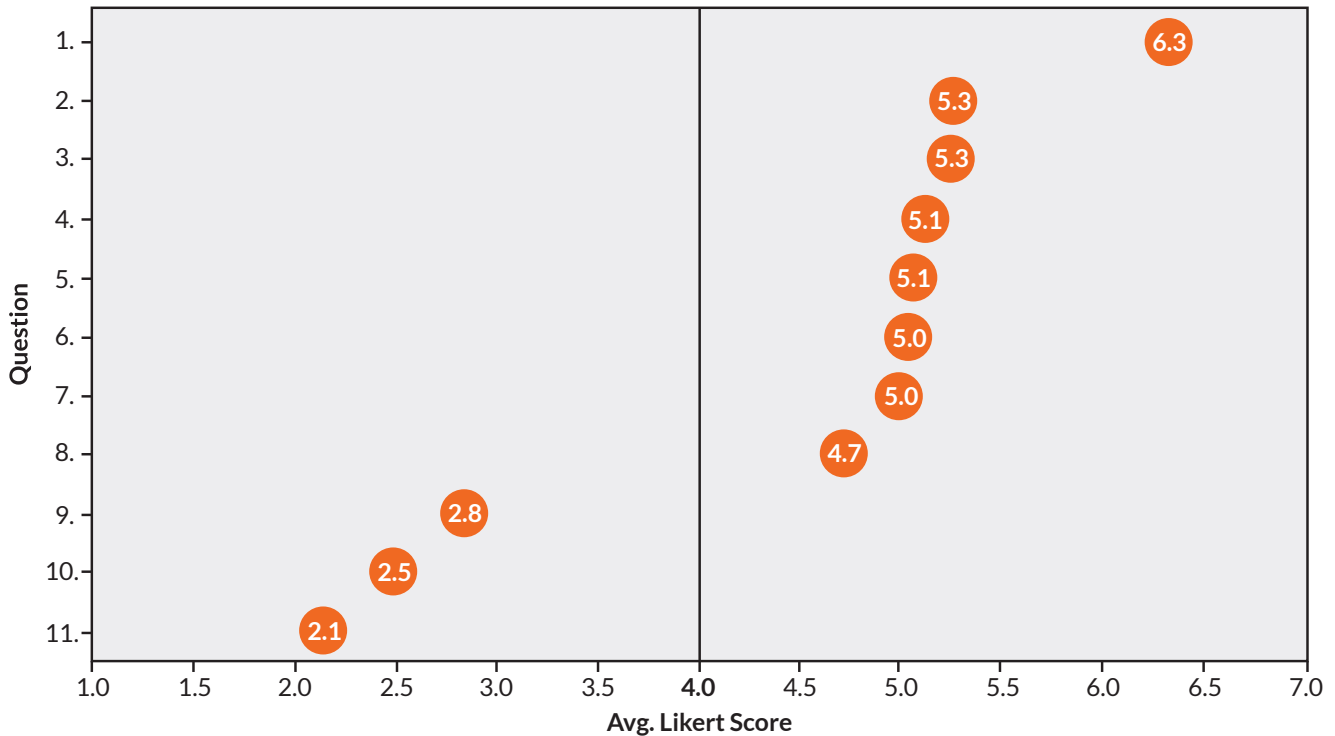




SUPPORTING DATA

Results of Strivers

1. I know my company should do a better job with sales and marketing than we're doing now.
2. My company hasn't developed a specific process for turning leads into customers.
3. We do a poor job marketing our company.
4. My company need to do a better job converting leads, but we don't know where to start.
5. My company tends to "wing it" when it comes to turning leads into customers.
6. My company has trouble putting our vision into practice in a consistent way.
7. My company's biggest roadblock to success is that we don't have an established sales process.
8. My company's sales efforts include a lot of bad habits.
9. My company has a good handle on the best way to turn our leads into customers.
10. My company has an established sales process that works well.
11. My company has a time-tested sales and marketing system that works well.



Analysis of Strivers

BEHAVIORS

Conclusions	Research Findings
Strivers have lower sales and marketing acumen.	<ul style="list-style-type: none"> All statements related to having business processes ranked 5+ out of 7. “My company’s biggest roadblock to success is that we don’t have an established sales process” scored 5 of 7. “My company tends to ‘wing it’ when it comes to turning leads into customers” scored 5.1 of 7.
They know they can do better.	<ul style="list-style-type: none"> “I know my company should do a better job with sales and marketing than we’re doing now” scored 6.3 of 7. “We do a poor job marketing our company” scored 5.3 of 7.
They have a vision, but have trouble with execution and behavior modification.	<ul style="list-style-type: none"> “My company has trouble putting our vision into practice in a consistent way” scored 5 of 7. “My company’s sales efforts include a lot of bad habits” scored 4.7 of 7.

TECHNOLOGY

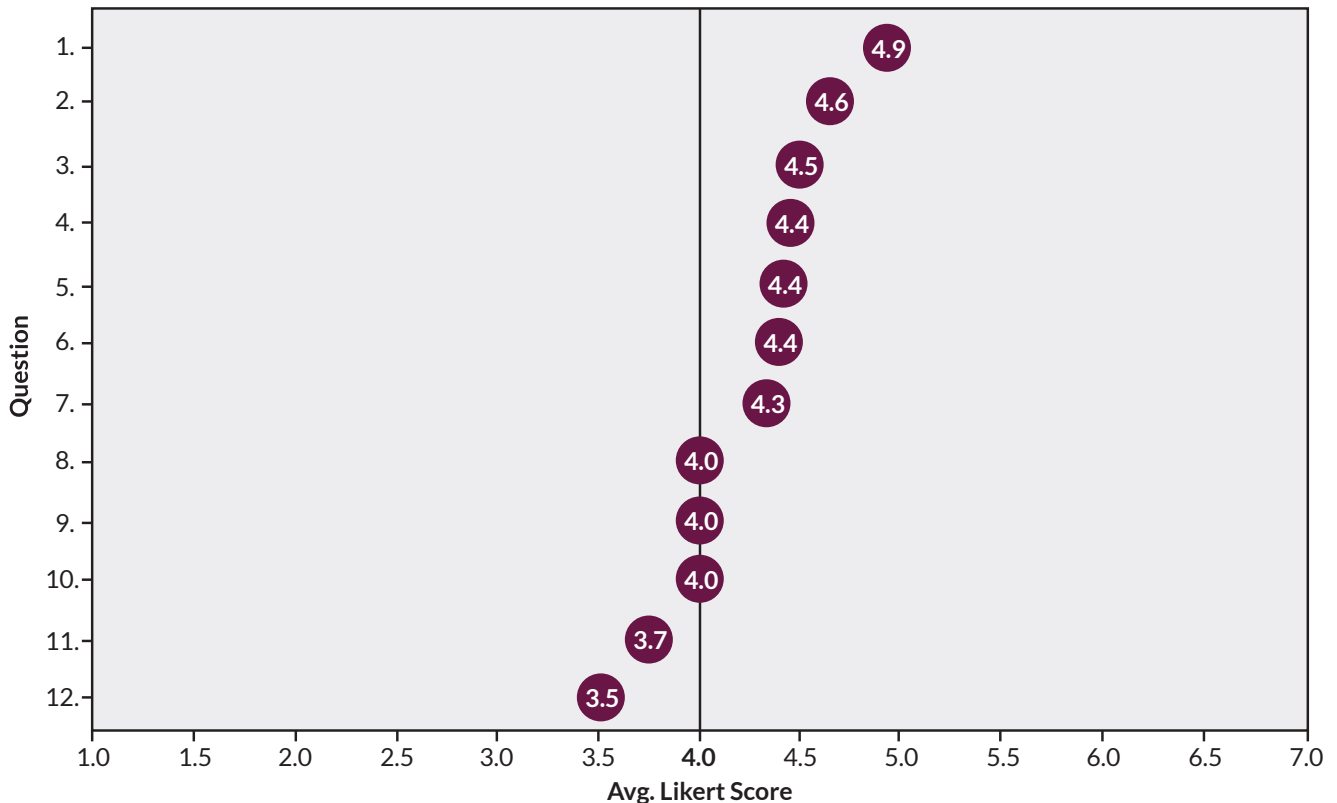
Conclusions	Research Findings
They will likely be dissatisfied with technology as a result of not having a process or strategy in place.	<ul style="list-style-type: none"> “My company has a time-tested sales and marketing system that works well” scored 2.1 of 7.
They may not have time or money available to fully utilize the technology.	<ul style="list-style-type: none"> 66% of Strivers spend \$1,000 or less on marketing per month. 38% spend fewer than 5 hours/week on sales and marketing activities.
They lack social media presence.	<ul style="list-style-type: none"> Consistently below the other segments in use of social media. 40% of Strivers use Facebook often for social media marketing, where as other segments use it 49%+.

RECOMMENDATIONS

Conclusions	Research Findings
When selling technology products or services to Strivers, include education or services that support all phases of lifecycle marketing.	<ul style="list-style-type: none"> About 78% of Strivers admit, “I need help, a lot of help, or someone else’s expertise to evaluate which messages and content work best to attract leads and convert sales”. 78% of Strivers say, “I need help, a lot of help, or someone else’s expertise to build a system to automate sales and marketing”.

Results of Customizers

1. My company's product or service requires a sales process customized for every prospect.
2. Sometimes I think my company's sales and marketing systems take more time and trouble than they're worth.
3. Automation gets in the way of a real connection with prospects.
4. I prefer to work with vendors and suppliers in my community.
5. I'm not sure my company has enough leads to make a sales management process worthwhile.
6. I don't have time to add anything new to my plate.
7. My company knows how to turn prospects into customers, we just don't know how to automate the process.
8. My company has managed so far without a real sales and marketing process.
9. My company's sales process is too customized to be automated.
10. My company doesn't have time to manage our sales efforts well.
11. I dread dealing with the sales and marketing aspects of our business.
12. I worry that improving my company's sales and marketing efforts may generate more customers than we can handle.



Analysis of Customizers

BEHAVIORS

Conclusions	Research Findings
Customizers are established and have built their business on reputation and relationships.	<ul style="list-style-type: none"> • 30% of Customizers use LinkedIn often for social media marketing, which is higher than any of the other three segments.
Customizers believe their business is too customized for automation.	<ul style="list-style-type: none"> • “My company’s product or service requires a sales process customized for every prospect” scored 4.9 of 7. • “My company’s sales process is too customized to be automated” scored 4 of 7.
They aren’t convinced that automation will provide a solid return on investment, nor do they have the necessary time to manage it.	<ul style="list-style-type: none"> • “I’m not sure my company has enough leads to make a sales management process worthwhile” scored 4.4 of 7. • “Automation may get in the way of a real connection with prospects” scored 4.5 of 7. • “Sometimes I think my company’s sales and marketing systems take more time and trouble than they’re worth” scored 4.6 of 7.

TECHNOLOGY

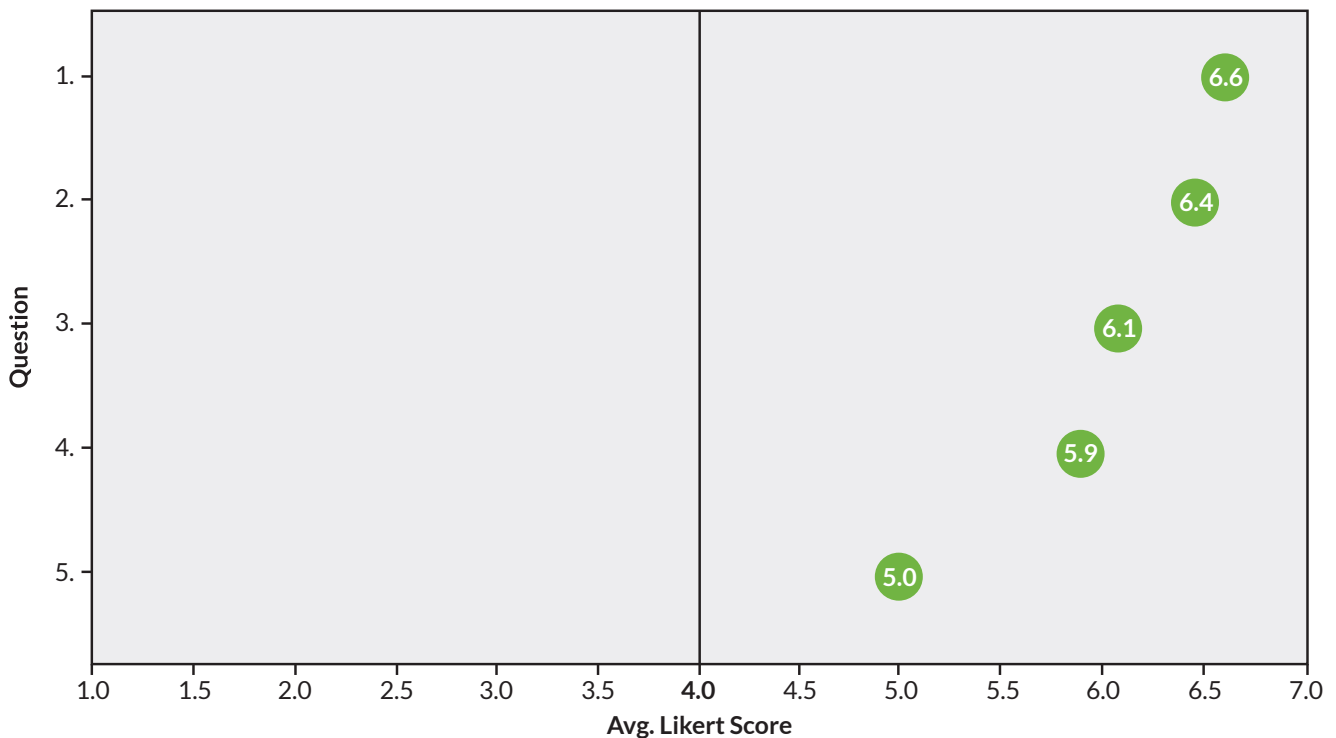
Conclusions	Research Findings
They believe they’ve gotten along just fine with existing technology and they don’t have time for additional sales and marketing activities.	<ul style="list-style-type: none"> • “My company has managed so far without a real sales and marketing program” scored 4.0 of 7. • “I don’t have time to add anything new to my plate” scored 4.2 of 7. • “I worry that improving my company’s sales and marketing efforts may generate more customers than we can handle” scored 3.5 of 7. • 53% spend fewer than 11 hours/week on sales and marketing activities, but 16% spend more than 40 hours/week. • “My company doesn’t have the time to manage our sales efforts well” scored 4.0 of 7. • 66% of Customizers spend less than \$2,500 on marketing, and 49% spend less than \$1,000 per month.

RECOMMENDATIONS

Conclusions	Research Findings
When selling technology products or services to Customizers, include education focusing on attracting interest, capturing leads and nurturing prospects.	<ul style="list-style-type: none"> • 53% of Customizers admit “I need help to choose the right tools to help us manage our sales and marketing process”. • 54% of Customizers say “I need help to develop a strategy to convert prospects into customers, and evaluate which messages and content work best to convert sales”.

Results of Maximizers

1. I believe good systems can give my company more time to deal with each prospect or customer individually.
2. My company's sales and marketing system is a key part of our success.
3. My company needs a system that ensures all of our sales people are using the same best practices.
4. Given the chance, I'll partner with other small businesses for things my company needs.
5. It's important for my company to appear to be a bigger organization than it is.



Analysis of Maximizers

BEHAVIORS

Conclusions	Research Findings
Maximizers believe that sales and marketing is key.	<ul style="list-style-type: none"> • “My company’s sales and marketing system is a key part of our success” scored 6.4 of 7.
Systems help their business to succeed.	<ul style="list-style-type: none"> • “I believe good systems can give my company more time to deal with each prospect or customer individually” scored 6.6 of 7. • “My company needs a system that ensures all of our sales people are using the same best practices” scored 6.1 of 7. • “It’s important for my company to appear be a bigger organization than it is” scored 5.0 of 7.
They outsource when necessary.	<ul style="list-style-type: none"> • “Given the chance, I’ll partner with other small businesses for things my company needs” scored 5.9 of 7.

TECHNOLOGY

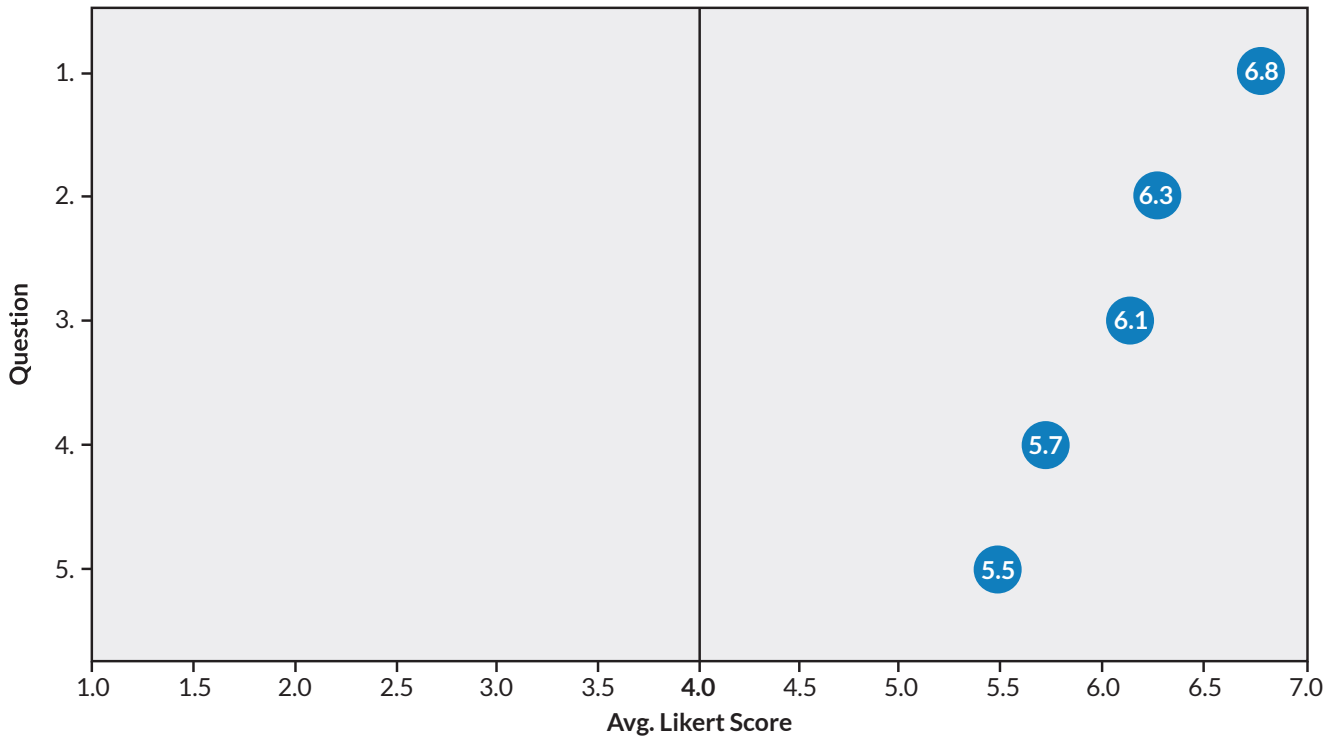
Conclusions	Research Findings
They spend more time in sales and marketing activities than any other segment, which is likely due to their love of technology and automation.	<ul style="list-style-type: none"> • 61% spend more than 11 hours/week in sales and marketing activities, and 39% spend more than 21 hours/week. • 24% report spending more than 40 hours per week, which is the highest percentage in this category among all segments. • 58% of Maximizers spend less than \$2,500 on marketing, and 39% spend less than \$1,000 per month.
They prefer Facebook and Twitter, and use YouTube more than any other segment.	<ul style="list-style-type: none"> • 49% of Maximizers use Facebook often for social media marketing, and 36% use Twitter. • 31% use YouTube, higher than any other segment.

RECOMMENDATIONS

Conclusions	Research Findings
<ul style="list-style-type: none"> • When selling technology products or services to Maximizers, include education or services focusing on attracting and nurturing prospects. • They favor technology as a tool to support business success, but want help selecting and implementing the right solution. 	<ul style="list-style-type: none"> • 57% of Maximizers admit “I need help to choose the right tools to help us manage our sales and marketing process”. • 60% of Maximizers say “I need help to build a system to automate sales and marketing”. • 61% or more of Maximizers admit “I need help to evaluate which messages and content work best to attract leads and convert sales”.

Results of Supporters

1. I'm proud to be part of a small business.
2. Small business will save the U.S. economy.
3. It's important to work well with vendors and suppliers who understand small business.
4. Being a small business is an important part of my company's positioning.
5. Small businesses have radically different needs than large businesses.



Analysis of Supporters

BEHAVIORS

Conclusions	Research Findings
Believe that being small is core to their identity.	<ul style="list-style-type: none"> • “I’m proud to be a small business” scored 6.8 of 7. • “Small business will save the US economy” scored 6.3 of 7. • “Being a small business is an important part of my company’s positioning” scored 5.7 of 7.
They have a deep understanding of their customers so they don’t spend a lot of money or time on sales and marketing.	<ul style="list-style-type: none"> • 55% spend less than 11 hours/week on sales and marketing activities. • 57% of Supporters Companies spend less than \$1,000 on marketing, and 34% spend between \$0-\$500 per month.

TECHNOLOGY

Conclusions	Research Findings
Supporters appreciate technology that supports their unique business needs.	<ul style="list-style-type: none"> • “Small businesses have radically different needs than large businesses” scored 5.5 of 7.
Supporters favor technology that helps reduce cost. They are more likely than other segments to have no budget for sales and marketing.	<ul style="list-style-type: none"> • 5% of Supporters have no budget vs. 3-4% of the other segments. • 57% spend less than \$1,000 per month on marketing, and 34% spend between \$0-\$500 per month.
They are likely to use social media, including Facebook for marketing, more than any other segment.	<ul style="list-style-type: none"> • 59% use Facebook often for social media marketing, • 31% use Twitter.

RECOMMENDATIONS

Conclusions	Research Findings
<ul style="list-style-type: none"> • When selling technology products or services, include relating to and understanding the challenges and uniqueness of small businesses. • Providing education or services that help evaluate their messaging and content will be valuable to them. 	<ul style="list-style-type: none"> • “It’s important to work with vendors and suppliers who understand small business” scored 6.1 of 7. • 59% of Supporters admit “I need help evaluating which messages and content work best to attract leads and convert sales”.



1.866.800.0004 | infusionsoft.com
1260 S. Spectrum Blvd. Chandler, AZ 85226

© 2013 Infusionsoft. All rights reserved.