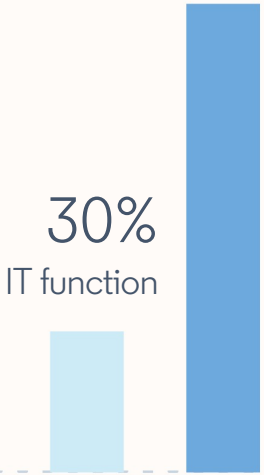
LinkedIn Sales Solutions

How do you connect and engage with an increasingly large & diverse tech buying committee?

Source: LinkedIn, The Age of Agility, 2020

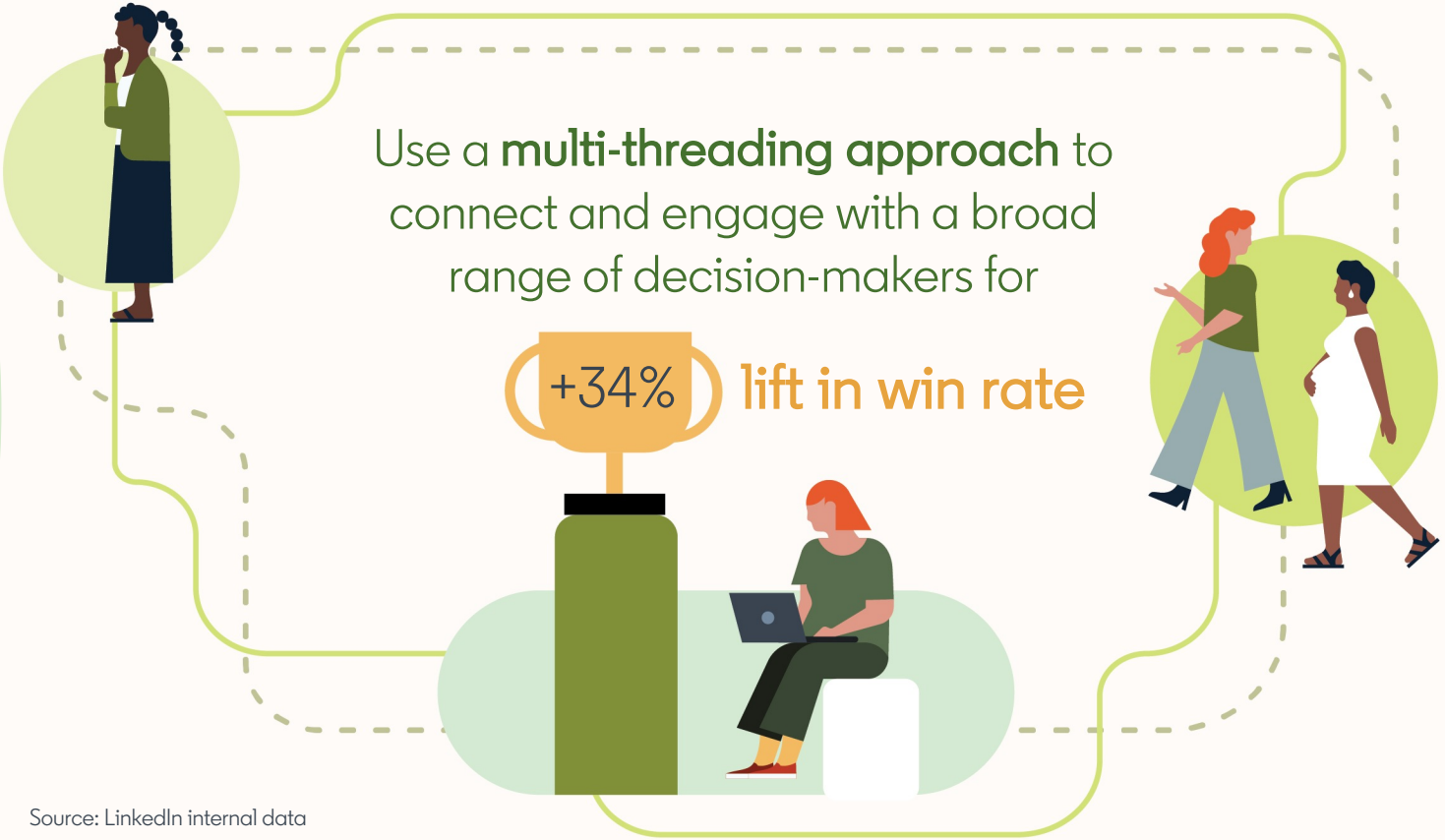
70%

of the tech buying decision is now influenced by **non-IT functions**



Most influence on B2B tech buying decisions

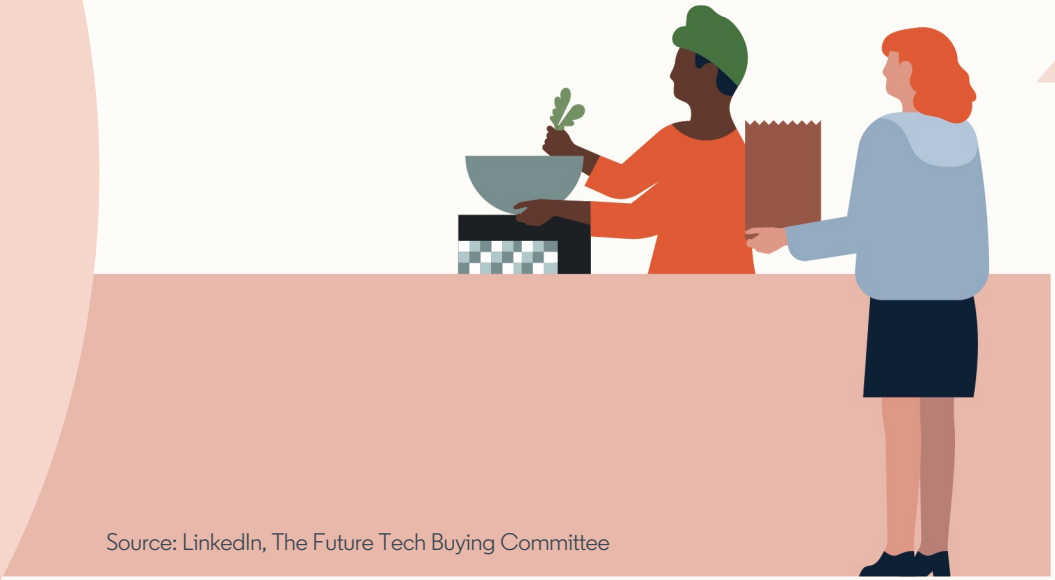
1



Source: LinkedIn internal data

2

Do your homework.
Know thy buyer.



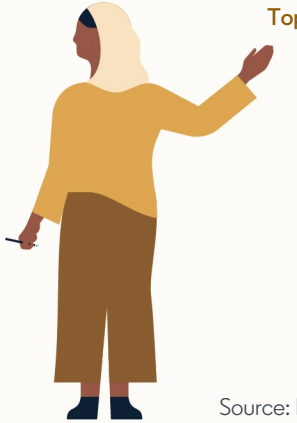
Source: LinkedIn, The Future Tech Buying Committee

"I'm more likely to buy if sales reps **understand my business needs"**

3

Cut through clutter with **content they care about**

1. Business & Management
2. Technology
3. Finance & Economy



Topics with the highest volume of engagement by APAC directors

Source: LinkedIn internal data

4

Stand out with **relevance** and **personalisation**

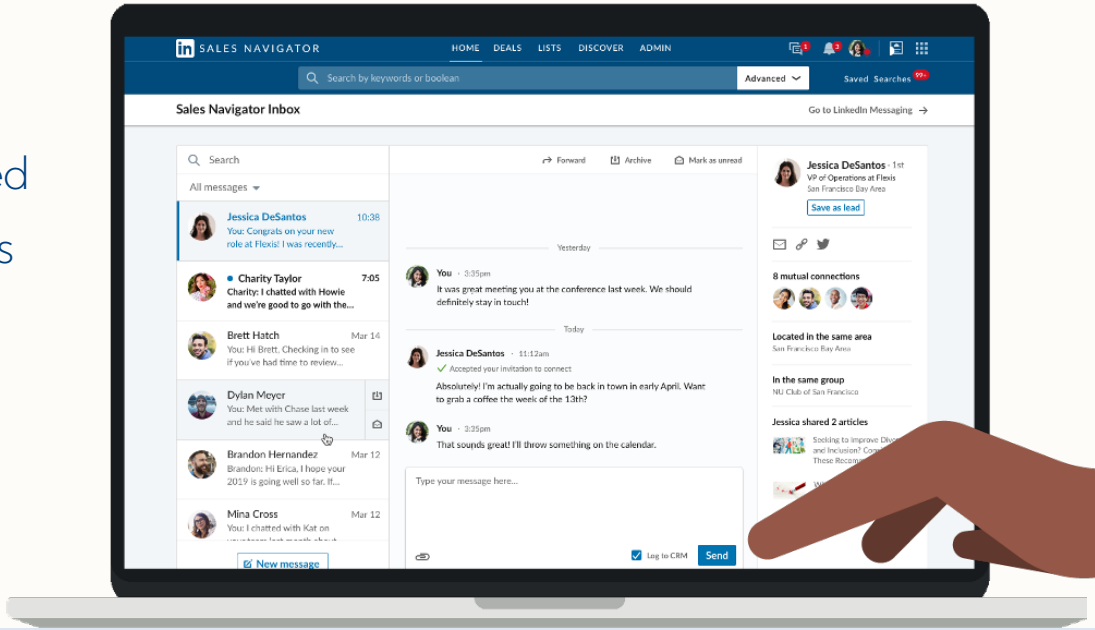
"I'm more likely to buy if sales reps **personalise their communications"**

"I'm more likely to buy if sales rep **share content applicable to my role in the decision-making process"**

Source: LinkedIn, The Future Tech Buying Committee

LinkedIn Sales Solutions

Let LinkedIn Sales Navigator help you win over the tech buying committee

- Find key buyers
- Understand their needs
- Engage them with customised insights & mutual connections

Request a free demo