

Survey Results

2021 Industrial Buyer's Search Habits

Identifying the needs of your prospects

About This Report

If your manufacturing company wants to win more business, it's important you understand the habits of your buyers and how they're researching you.

Thomas drove \$204 billion dollars in opportunity over the last 12 months. This guide can give you the perspective you need to capture your share of these new opportunities.

We polled 401 industrial buyers to find out:

- What they care about most when sourcing new suppliers
- The mistakes that suppliers consistently make that may cost them business
- The advice they would give to potential suppliers



Survey Demographics

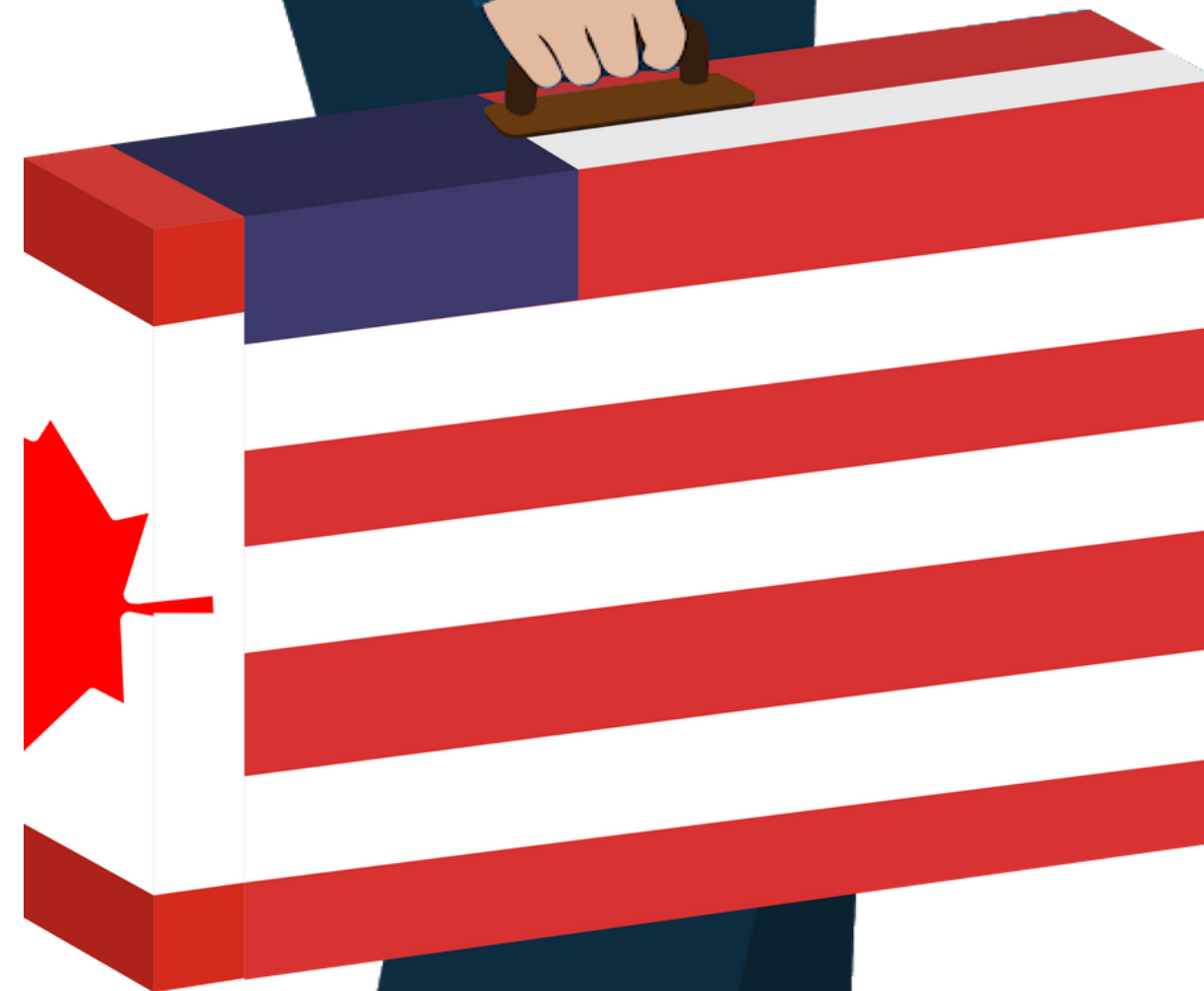
Industrial buyers from the **United States & Canada** participated in our survey.



90% Buyers From the United States

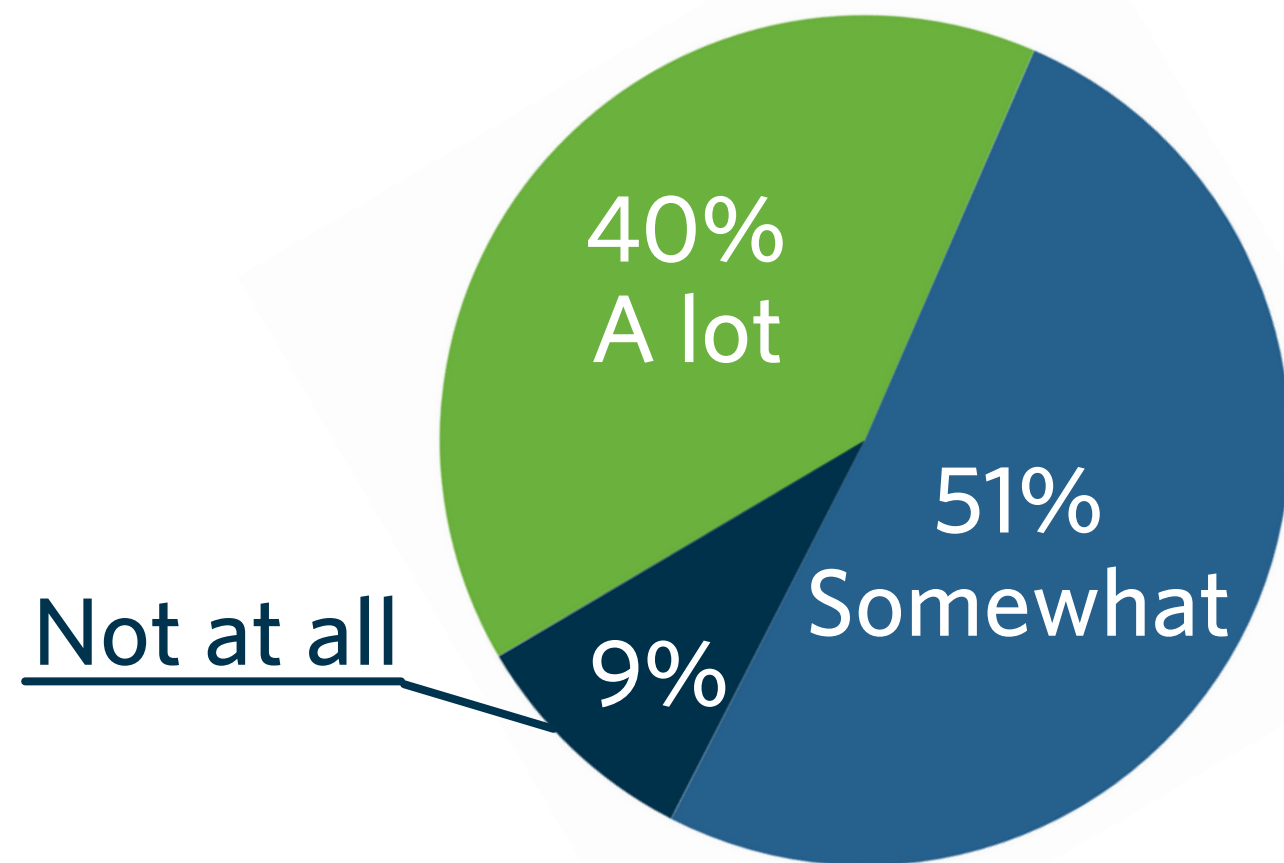


10% Buyers From Canada



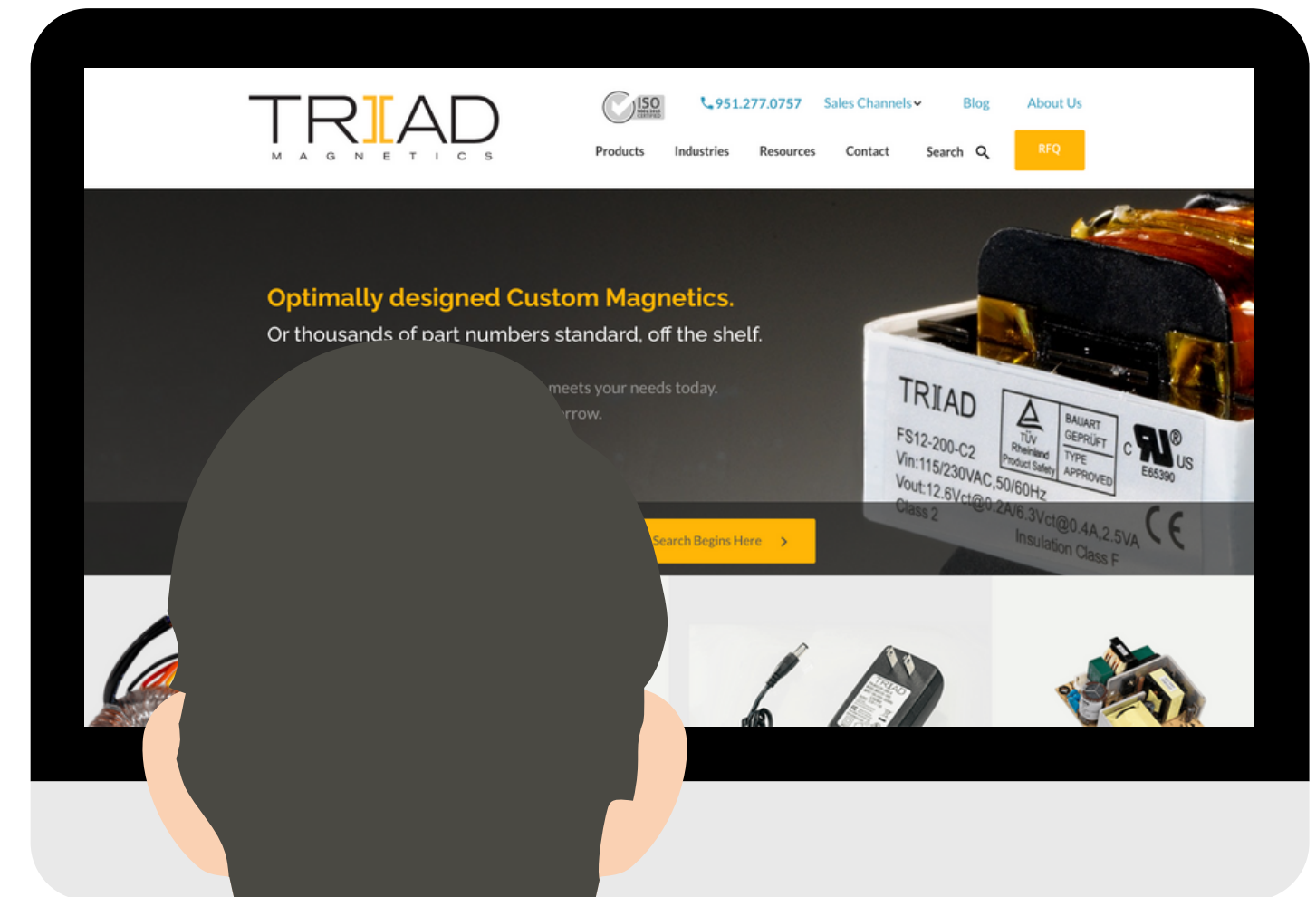
The Importance Of Your Website

The quality of your website impacts industrial buyers' decision to partner with your company:



"Having more online information like specifications, pricing, lead time, and stock levels online are important when I'm vetting new suppliers. The ability to order products directly with an online product catalog also makes my job easier."

- Purchasing Supervisor



Who They Look At

On average:



"You need to be able to communicate quickly and easily, whether via phone or email. Whatever vendor I can communicate with first and appears to be a solid company will get the sale. They need to know what they are talking about otherwise I am off to their competitor. Good first impressions will make the sale."

- Account Manager, Purchasing



68% of industrial buyers vet fewer than 5 suppliers

28% of industrial buyers vet between 5 and 10 suppliers

4% of industrial buyers vet more than 10 suppliers

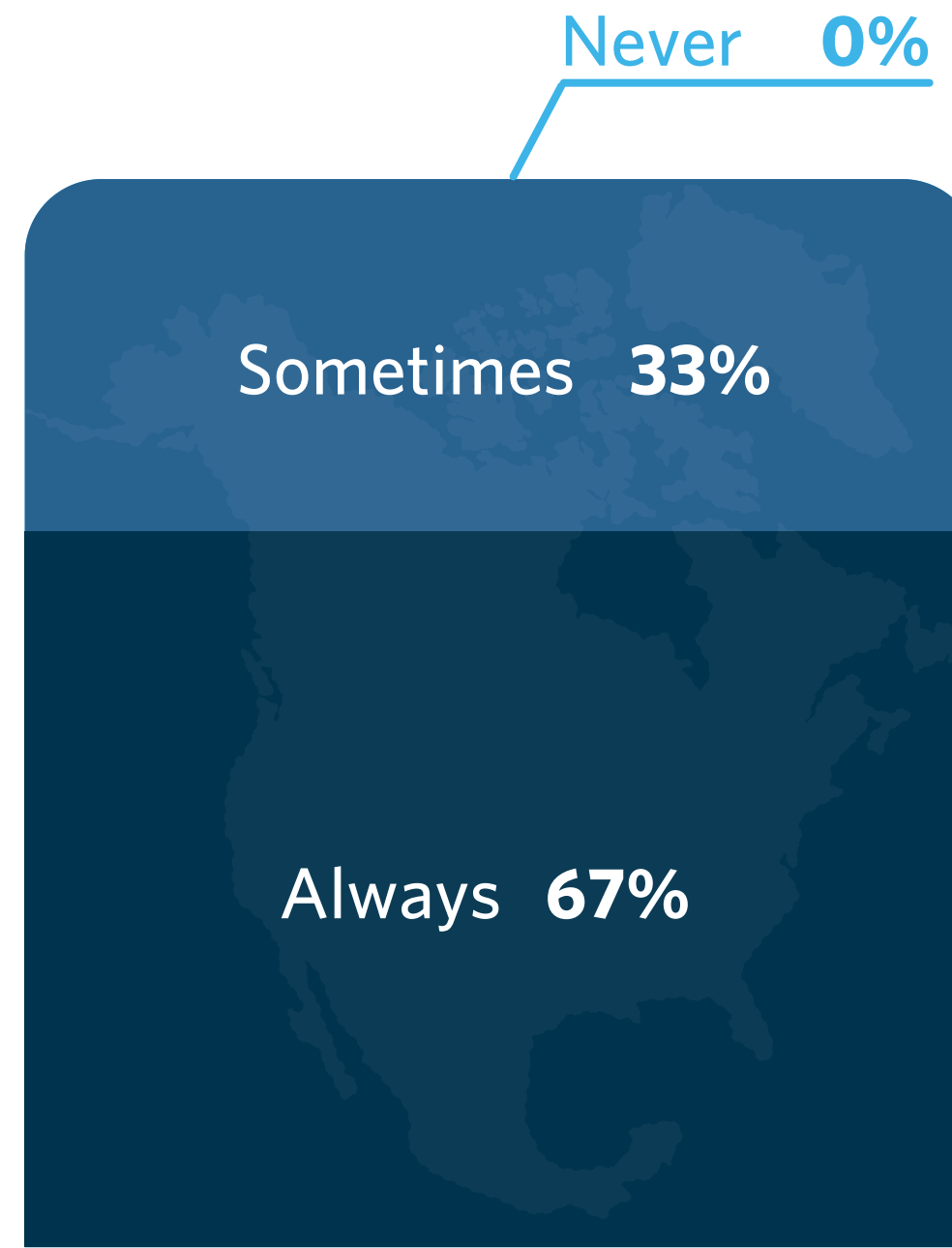
Location Counts, Too

When adding new suppliers, industrial buyers prefer to source locally or domestically.

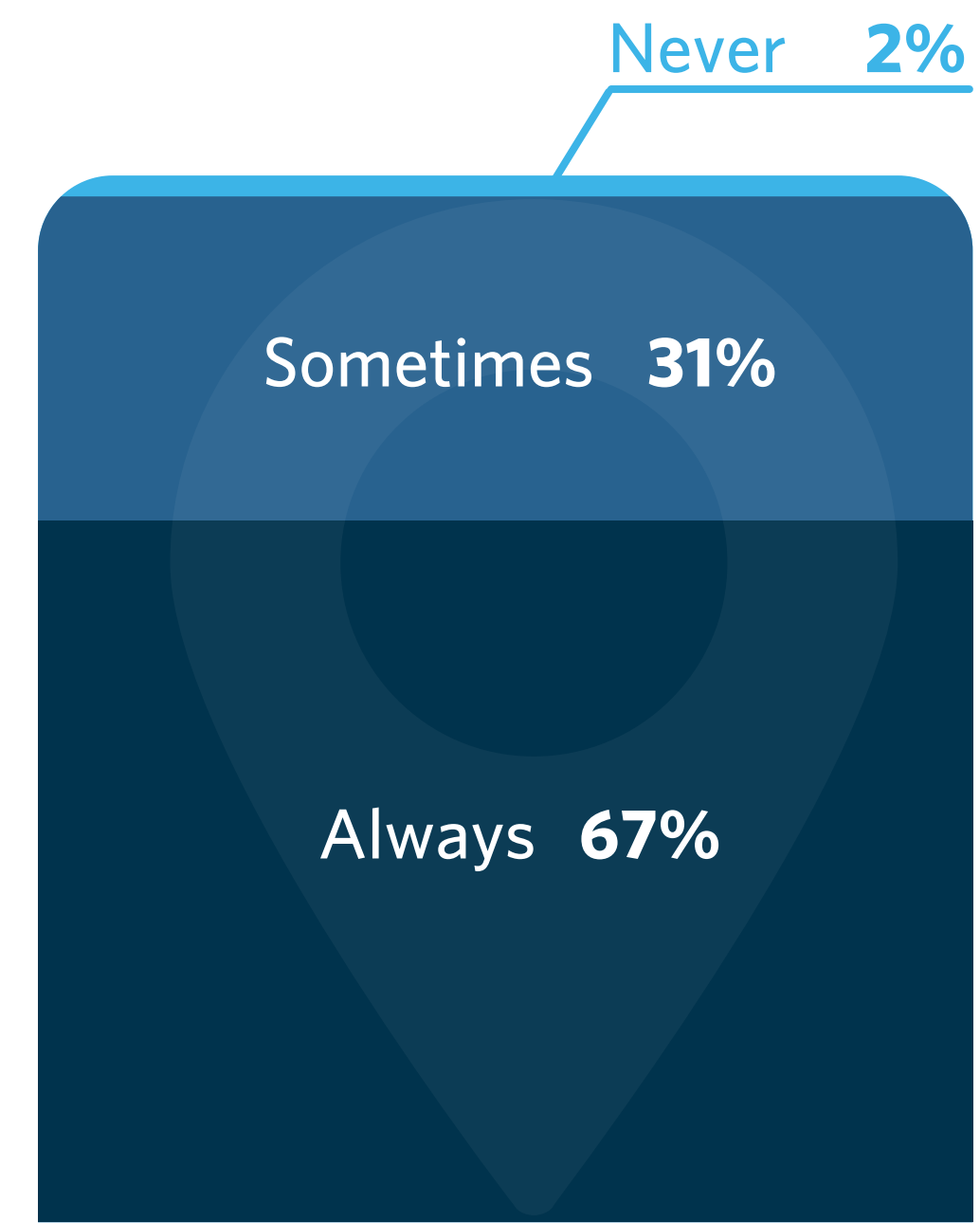
Source **Globally**



Source **Domestically**



Source **Locally**

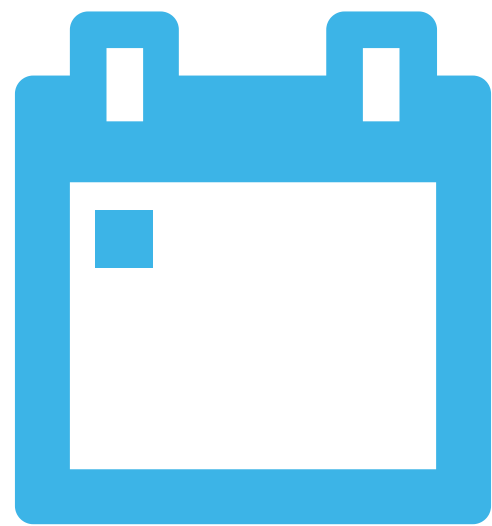


Decisions Happen Fast

Most industrial buyers make their decisions quickly

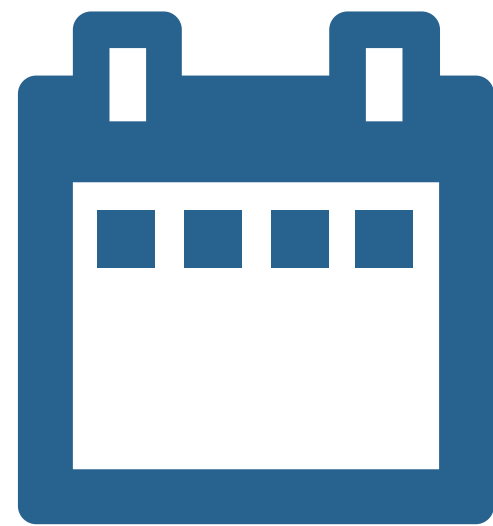
53%

< 1 month



33%

1-3 months



10%

4-6 months



3%

7-12 months



1%

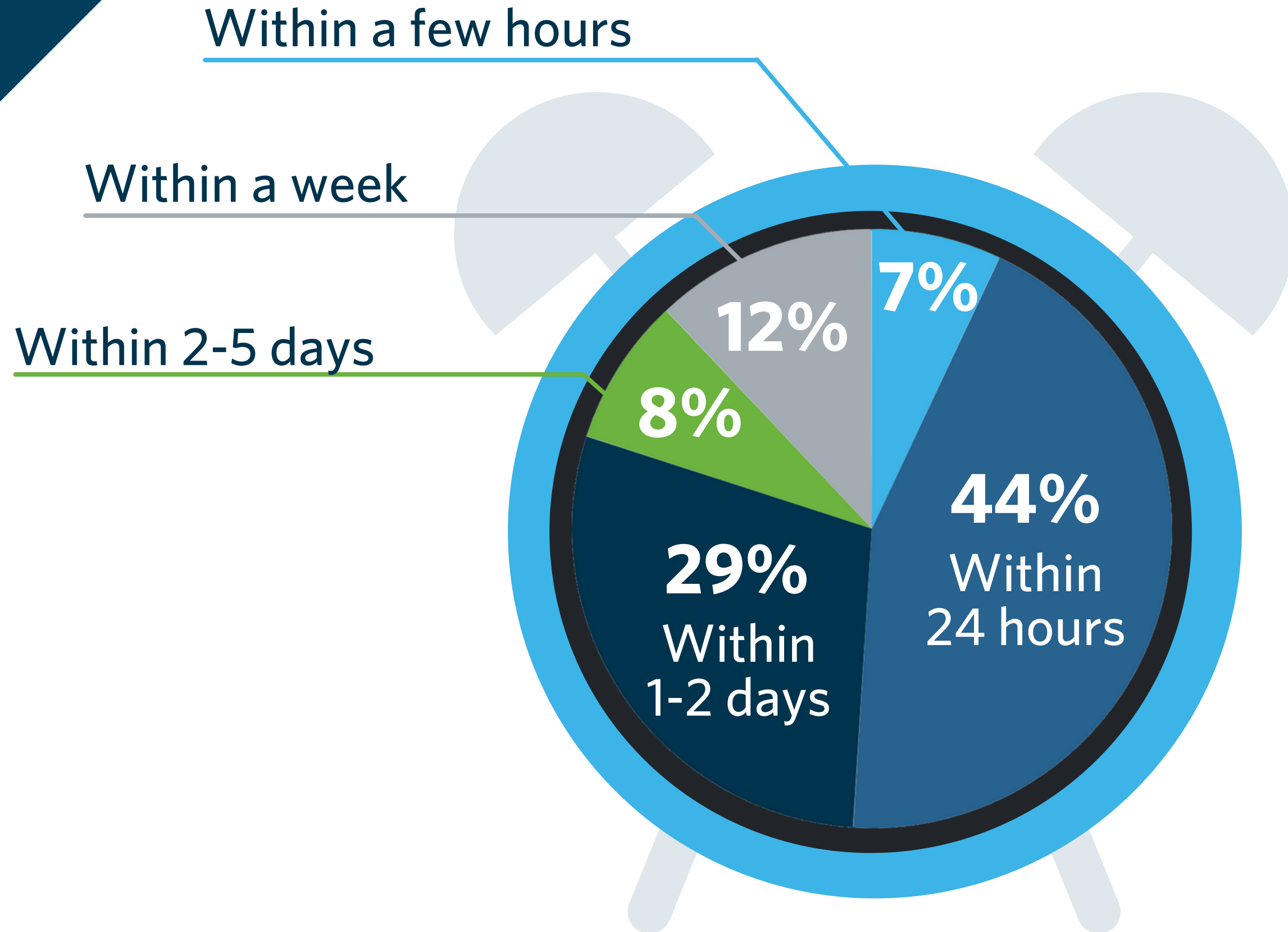
1 year +



Speed Counts

Response time is critical to winning new contracts

How soon do industrial buyers expect to be contacted after submitting an RFI?



What Really Matters

Buyers rated these factors as being most important to them

-  Availability/Lead Times
-  Price per Unit/Service
-  Quality Certifications
-  Verified Company Information
-  Payment Terms
-  USA-Made Products & Materials
-  Real-time Product Data
-  Diversity Status
-  Testimonials From Other Buyers



Priceless Advice

Here is what your prospects say will make you more likely to win their business...

*" **Quickly** explain how you can make my job easier and how you will fit in with my supply chain. "*

- President, Manufacturing Sector

*" **Be Transparent.** The more a supplier is willing to share and 'lean in' (i.e., be more of a partner than a supplier) the easier it is to justify them internally and the more likely we will be able to offer repeat business."*

- Strategic Sourcing and Purchasing Manager

*"Provide access to **real-time product data** (i.e. inventory, lead times, pricing) so we can evaluate options and make decisions with all the necessary information."*

- Exporter Division Head



About Thomas

Thomas is the number one advertising platform and digital marketing service provider for manufacturing businesses looking to reach highly qualified procurement professionals and engineers and grow their business. Our product and service suite is designed to help our partners attract, convert, and retain customers in the industrial space.

For additional strategies to reach more B2B buyers, procurement managers, and MROs, visit these resources or [contact us](#) for more information. There are solutions that fit every manufacturing budget.



Request an [in-market buyer report](#) to see exactly which companies are searching for the industrial products and services you offer.



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Sign up for a [free Thomas WebTrax account](#), a lead generation solution that enables you to track, identify, and engage buyers who have signaled an interest in buying your products and services.



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