

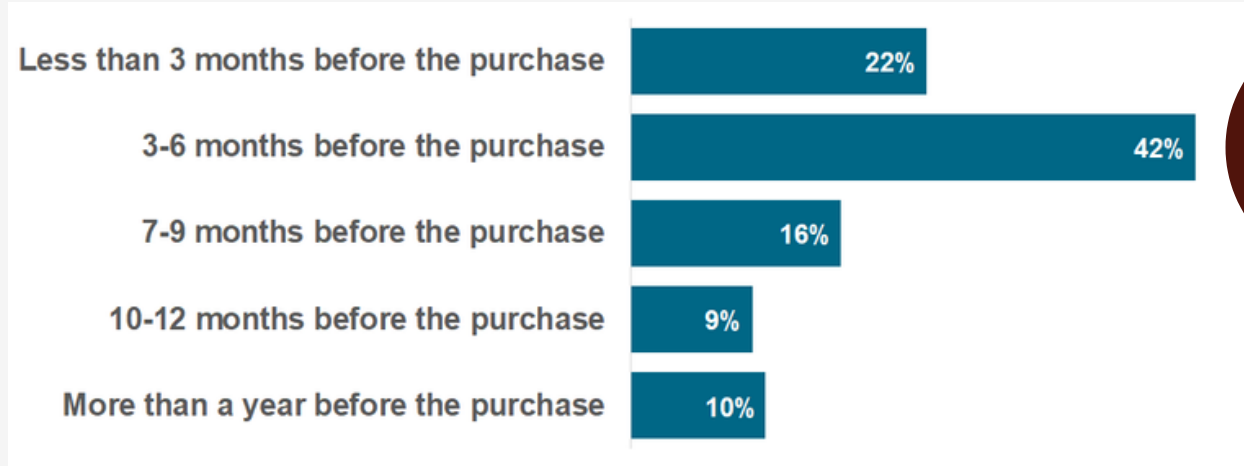
# 2020 Media Consumption Series

Featuring: EMEA [816 respondents]



## When IT buyer's are ready to talk to vendors, what do I do?

How long before a purchase would you talk to a vendor sales rep.



Average duration?  
6 months



### 81%

would prefer an unsolicited email over an unsolicited phone call from a vendor sales rep



### 73%

screen incoming calls until their far enough along in the process to talk to vendors



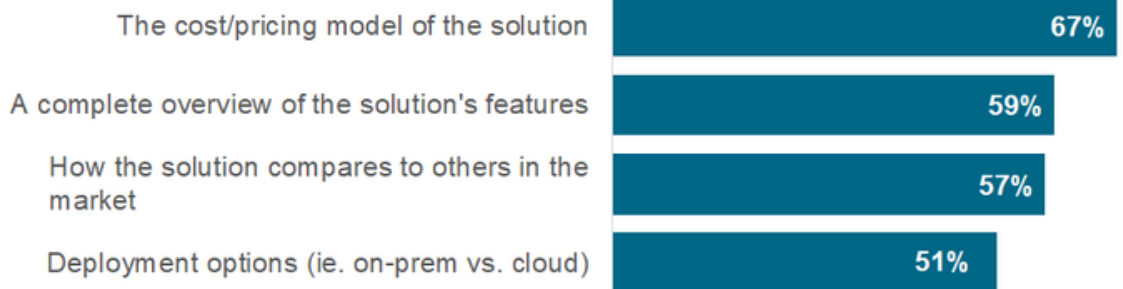
This makes sense during Covid when many prospects are working remotely and are more difficult to reach by phone

## Prepare for that first meeting

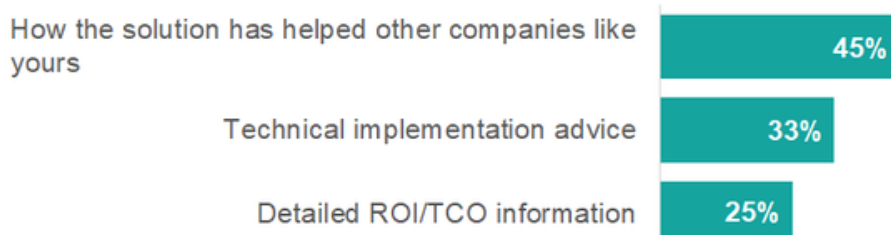
In the first meeting with a vendor sales rep, what do you expect to learn?



Essentials to cover



Secondary coverage



Persist through the silence. Sales MUST play a role throughout the entire buying journey, not just the purchase phase.