

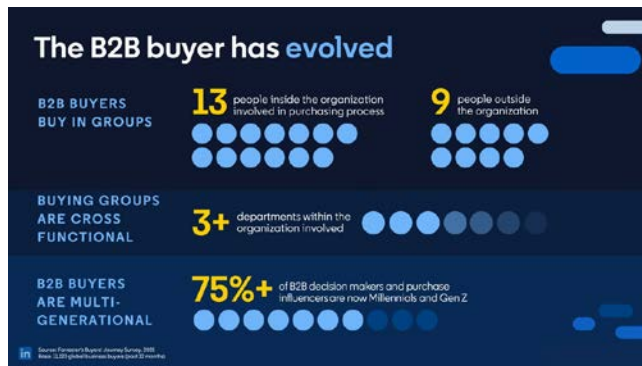
Increase your Buyability for more and better business

Summary of a blog post from LinkedIn Institute

sfinkx

Buyability: Make your business easier to find, easier to trust, and easier to choose

Most B2B purchases are made by a group. The average B2B deal now involves 10+ stakeholders, each bringing different priorities, perspectives, and levels of influence.



Getting that group to agree on a choice isn't easy. Research finds that 40% to 60% of deals can end in no decision.

Buyability is ensuring your business is the right choice for the buying group by being discoverable, credible, and winnable.

Three questions every buying group answers about you.

Be discoverable.

Will the buying group find you?

Help the entire buying group find and become familiar with your business before they actively begin evaluating solutions. Strong discoverability increases the likelihood of making the Day One consideration set.

Be credible.

Do buyers believe your claims?

Build confidence through trusted signals that reduce uncertainty and help buying groups defend their decision. Credibility is strengthened through expertise, customer proof, recommendations, relationships, and evidence that demonstrate why your business is the right choice.

Be winnable.

Can buyers defend choosing you?

Give every stakeholder the confidence they need to choose your business. Winning happens when buying groups can align around a shared decision and confidently move forward together.

Why you lose deals you shouldn't

You thought you had the best product.

A strong champion.

A compelling pitch.

The deal still died.

If that sounds familiar, the problem likely was not your product. research from LinkedIn and Bain reveals the real reason strong B2B deals stall: buyers are not just buying a solution. They are buying a decision they can defend.

That is Buyability. And most marketing strategies are not built for it.

What is Buyability?

Buyability is a strategic model for B2B marketing and sales that puts the reality of B2B buying groups first and recognizes that Buying Groups are the unit of decision making in B2B. To be “buyable” a brand has to build the confidence of Buyer Group members. Being “Buyable” is about reaching an emotional threshold, not a rational one. Without Buyability buyers do not buy, and marketing does not drive revenue.

The research makes this concrete. When buyers were asked to rank their top emotional “jobs to be done” before committing, the number one answer was not “I felt confident the product would work.”

It was: “I felt I could defend the decision even if it went wrong.”

Three out of the top five decision drivers are about group dynamics, not product. Your buyers are managing internal politics as much as they are evaluating your solution.

Rule 1: Make risk the enemy

40% of deals stall because the Buyer Group cannot agree, not because a competitor won. Buyers would rather do nothing than risk a decision that damages their career.



This is FOMU: Fear of Messing Up. It consistently outweighs FOMO. Your job as a marketer is to make choosing you feel safe. That means leading with proof that you have helped companies like theirs succeed, not just features that sound impressive.

Rule 2: Your target buyer is not your only buyer

Here is where most targeting strategies fall short. Finance, Legal, and Procurement, hidden buyers, rarely show up in your funnel. But they hold roughly 50% of total decision-making influence.



Vendors are 20 times more likely to be chosen when the entire Buyer Group knows and trusts the brand at the start of the process, compared to when only the technical champion does. In the research, 81% of purchases were made from vendors that “almost everyone” in the Buyer Group already knew. Only 4% came from vendors known only to the recommending function.

Reaching your ideal target customer is not enough. Hidden buyers need to know your name before the deal reaches their desk.

Rule 3: A defensible decision is the product



When buyers choose from a shortlist where everyone meets the basic requirements, product capability stops being the differentiator. What moves them is whether they can walk into a room and justify the decision with confidence.

Do not confuse product capability with Buyability. The buyer who chose you still has to sell you internally. If your marketing has not already built that case across the full Buyer Group, your champion is walking into that room alone.

Rule 4: Peer advocacy is a multiplier

When buyers on a shortlist are choosing between vendors who all meet the basics, recommendations decide the winner.



Buyers are 3 times more likely to choose a vendor heavily recommended by peers or customers over one that promises a better product or lower price. They are 4 times more likely to choose a vendor they have had direct success with before, because past experience is, in effect, a recommendation from themselves.

Customer advocacy is not a nice-to-have content play. It is the highest-leverage asset in your marketing strategy, especially in final-stage decisions.

Rule 5: Show them you understand companies like theirs

The final dimension of Buyability is cultural fit. Buyers want to work with vendors who feel like them: same working style, same priorities, same understanding of their world.

The research heatmap across all five Buyability drivers tells a clear story. Socially oriented attributes, including working style alignment, peer recommendations, and a specific focus on companies like theirs, outperform rational attributes like being a category leader or being recommended by experts.



Buyability is relational before it is rational.

What this means for your marketing strategy

The research is directionally simple even if the execution is not.

Build presence with the full Buyer Group, not just the champion. Prioritize customer proof over product claims. Make peer validation a core part of how you show up, not an afterthought in a case study library. And signal consistently that you understand the working reality of companies like your buyers'.

The vendors who win are not always the best product. They are the safest choice in the room.

Build for that.

If you want to discuss how you increase your Buyability, let's sit down an hour to discuss without commitment. Contact Ulf Vanselius on ulf@sfinxagency.se

Turning riddles into results

Sfinx is a business-to-business (B2B) agency built on decades of experience solving complex client challenges. We work strategically and creatively, nearly always targeting international markets. Our offering comprises the full marketing spectrum of analysis, planning, execution and follow-up.

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