# LeanData

# Buying Groups Edition

Unlock the Buying Group Motion

## The Problem

While enterprise organizations have long sold to buying committees, Marketing has traditionally focused on either individual leads or entire accounts. There hasn't been an effective way for Sales and Marketing to track, engage, and understand each member of a Buying Group for every account. As a result, Marketing struggles to build targeted campaigns around Buying Groups.

While some data on committee members is captured, missing information is a common issue. Buyer interactions with campaigns aren't effectively shared with the right sales reps, and opportunities often close without identifying key contact roles. Buyers involved in multiple deals are frequently discovered too late. This lack of visibility leads to neglected committee members, longer sales cycles, lost deals, missed opportunities, and revenue leaks in the pipeline.

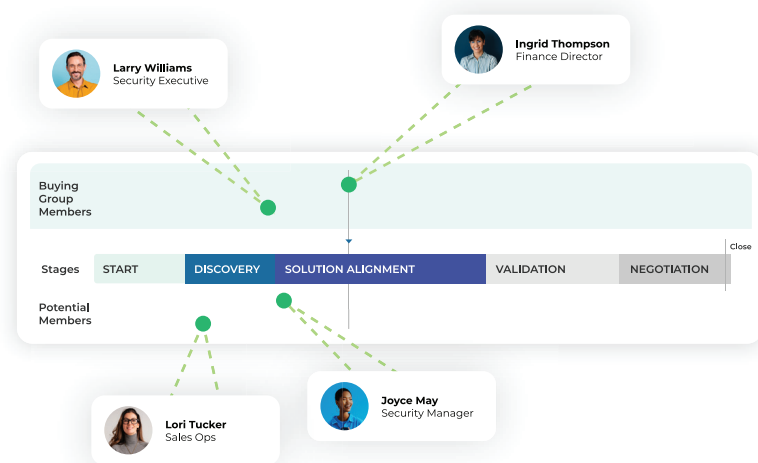| | | |
|---|---|---|
| **83%** of software is bought through a committee process. *(Forrester)* | It takes **18** meaningful interactions, across multiple people, to close an enterprise sale. *(Forrester)* | Successful deals involve **9 contacts** engaged. *(Ebsta)* |

## The Solution

LeanData empowers Marketing and Sales leaders to easily automate the Buying Groups GTM motion within their CRM. Powered with AI, Buying Groups Edition continuously populates Buying Groups, assigning members to roles even before an Opportunity is created. Interactions with every member can be visualized along the buyer journey, making it easier to evaluate intent or identify missing Buying Groups members. With automation and better visibility at scale, Marketing can provide Sales teams with more context about each member of every buying committee. And Sales can drive more meaningful conversations, ensuring they've engaged the right people.

## Easily Create Buying Groups with the Power of AI

Target individual members of a Buying Group and identify the role each person plays in every purchasing cycle.

### Manage Buying Group

**Ingrid Thompson**
Finance Director
Champion

**Larry Williams**
Security Executive
Influencer

**Add Member**

**Larry Williams**
Security Executive

**Ingrid Thompson**
Finance Director

Buying Group Members

Stages | START | DISCOVERY | SOLUTION ALIGNMENT | VALIDATION | NEGOTIATION | Close

Potential Members

**Lori Tucker**
Sales Ops

**Joyce May**
Security Manager

## Track Signals Every Step of the Way

Prevent key buyers from being ignored. Easily understand each individual and their interactions to accelerate deals.

Buying Group

Buying Group

Ingrid Thompson
Finance Director
Champion

Opportunities

## Convert Action to Traction

Equip your reps with a full perspective to unlock the power of deeper connections: because better relationships lead to better deals.
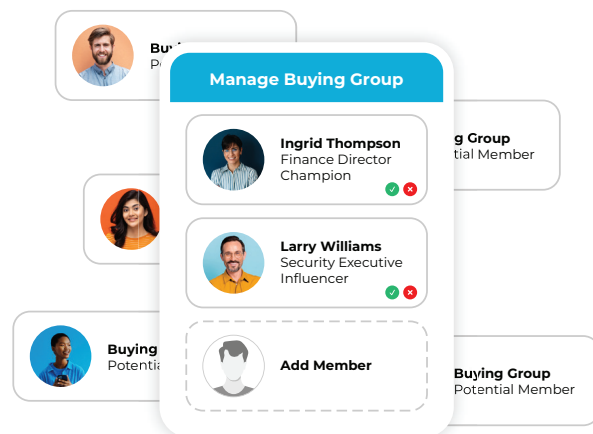
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## Get Started Today:

**Request Demo**

Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Matching, Routing, Scheduling and Buying Groups, or visit us on **AppExchange**.

## Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 1,000 customers and community of 5,000+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!