

# Top Insights

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**Most B2B companies are planning for an economic downturn in 2023.** That means it's going to be more challenging than ever for suppliers to get the attention of decision-makers and successfully pass the procurement process.

2

**If a downturn does materialize, those products and services deemed non-critical will surely be first on the chopping block.** Sellers navigating a stricter procurement process cannot just "meet the brief" and expect success. Instead, they must prove they can help prospective customers succeed, even during tough times.

3

**Thought leadership is one of the most effective tools an organization can use to demonstrate its value to customers during a tough economy** – even more so than traditional advertising or product marketing, according to B2B buyers.

4

**Decision-makers expect high-quality thought leadership to offer a strong, data-backed point of view on how to succeed during a downturn.** And, they report it can make a difference in winning their business.

5

**Producers of thought leadership have high expectations for its ability to support their business during a downturn. Yet, many have low confidence in its quality.** This period of unpredictability offers an opportunity for B2B companies to improve the way they deliver thought leadership and measure its impact.

