

# How COVID Has Transformed Buyer Expectations in Manufacturing

written by Lauri Moon | October 12, 2020

It is clear that the COVID-19 crisis has accelerated digital commerce in manufacturing and has transformed buying expectations. But what are the key details that manufacturers must heed in order to capitalize on these changes?

To identify precisely how manufacturing B2B buying preferences have changed throughout this crisis, PROS worked with Hanover Research to conduct a survey of 113 B2B professionals who self-identified as being buyers of manufacturers. In this webinar, Richard Blatcher (PROS), Valerie Howard (PROS), and David Petrucci (Microsoft) will showcase the results found in this survey, such as:

- Manufacturing buyers primarily purchasing through digital self-serve channels have increased by 40%.
- The top challenges faced by manufacturing buyers are slow responses to inquiries, lack of transparency into inventory, and incomplete product information.
- 7 out of 10 manufacturing buyers are shifting their wallet share.

Richard, Valerie, and David will also describe what manufacturers such as Fonterra, HP, and Manitou are doing to mitigate these changes and challenges, including:

- Improving the digital/ eCommerce buying experience to drive more sales via that channel.
- Optimizing complex and omnichannel pricing, selling, and ordering processes for greater efficiency.
- Improving sales teams' productivity and quote turnaround times for greater customer satisfaction.

Bring your own questions for our panel of experts! Plus all attendees will receive a .pdf copy of the survey results.

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## **Speakers**



**David Petrucci, Global Business Strategy Leader, Manufacturing Industry, Microsoft Corp.**

As the Strategy Leader for Manufacturing Industry at Microsoft, David Petrucci is currently responsible for developing and driving strategy and solutions for our manufacturing customers across their digital transformation. This includes businesses within High-Tech and Semiconductor, Industrial, Aerospace, Chemical/Process Manufacturing, Agriculture, Pharmaceuticals and Life Sciences, Consumer Goods, Defense and more. David is passionate about enabling customers to position themselves as first movers or fast followers in today's disruptive era. By empowering organizations with new digital capabilities, strategies and insights, David is helping businesses drive sustained growth, agile innovation and operational excellence. Prior to his current role, David held several leadership roles across Oliver Wyman, Genpact, IBM & Honda successfully transforming business at the intersection of technology and operations.



**Valerie Howard, Solution Strategy Director, PROS**

Valerie Howard, Solution Strategy Director here at PROS, manages the go-to-market strategy for the PROS Pricing Solutions portfolio. A curious researcher, she studies what drives perceptions of value and fairness through several surveys a year on “what makes buyers buy”, “how sellers sell”, and the relationships between them. A former pricing leader and PROS user, Valerie has firsthand experience in the competitive advantage that can be achieved through using technology to improve pricing strategy and coordination. Valerie is a frequent speaker at pricing events such as EPP, NYPS, Outperform, and PPS.



### **Richard Blatcher, Senior Director, Growth Marketing, PROS**

Richard Blatcher, Senior Director, of Growth Marketing at PROS, manages the global go-to-market strategy for PROS in its strategic industries. He has over 30 years’ experience in the industry originally based in Europe moving to the US in 2010. He spent the first part of his career in media, publishing and direct marketing managing the delivery of marketing and sales enablement services to many manufacturing and distribution blue-chip enterprises. He has also held EMEA and Global Marketing roles for \$2Bn+ software company Autodesk including being responsible for launches of market disrupting SaaS software solutions into the market.

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