



2022 Buyer Insights: Professional Services Industry

Forrester Report Prepared For Galtia Smith With Forrester Research, Inc.

DATA OVERVIEW SUMMARY

2022 Buyer Insights: Professional Services Industry

Professional Services Industry Buyers Are Influenced Differently Across Purchase Type

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Summary

The results of Forrester's Buyer Journey Survey, 2022, reveal broad patterns among purchase decision-makers on a global scale. This report provides findings from approximately 5,000 buyers in the professional services industry. By combining these findings with their own research, organizations can examine buyer behavior and preferences, allowing them to elevate their go-to-market strategy through powerful campaigns, programs, and content. The findings in this report examine how these buyers behave for technology and non-technology purchases, their involvement at each level of the buying process, their business and vendor selection drivers, and their information requirements in each phase.

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In this Buyer Insights report from Forrester, learn how thousands of professional services buyers are driven to make their technology and nontechnology purchases.