The New Industrial Go-To-Market Playbook

Segment By Speed. Persuade By Role. Influence Before Contact.

Q3 2025

Industrial Buyer Pulse

A quarterly research initiative capturing the evolving perspectives of industrial buyers across North America.

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When examining industrial manufacturers' go-to-market (GTM) architecture, one pattern stands out: most GTM programs are built for how companies used to buy, not how they buy today.

The Q3 2025 Industrial Buyer Pulse research crystalizes this gap in a way few datasets have before. It shows that buyers are no longer moving through a single funnel, they're moving through parallel purchasing realities.

SMEs are progressing faster than ever, often completing vendor evaluation before most GTM programs even finish their first nurture sequence. Enterprise buyers are still engaged but their pacing is different, and often defined by internal politics not external persuasion.

And within the same account, different roles are following different cognitive routes toward, or away from, a purchase decision.

In other words: The modern industrial GTM strategy must manage both velocity AND psychology.

Dual Velocity Segmentation

We see it clearly in the data: 92% of SMEs expect capital budgets to rise, and 18% expect to release funds within 30 days. Meanwhile, only 3% of large firms move that quickly, but 77% still plan to invest, just more methodically.

Yet for many manufacturers, both profiles are routed into the same nurture system. One is held back unnecessarily, the other is rushed before internal consensus is built.

Conversely, designing your GTM strategy around what we call a Dual-Velocity Model yields some important differences:

Track	Buyer Type	Required Experience
Fast-Lane Track	SMEs / Mid-Market Enterprise	Immediate clarity. Instant proof. Low-friction access to detailed info and/or pricing.
Long-Cycle Track	Committees	Safety, longevity, and political defensibility. Tools that enable internal forwarding.

Buying Roles Show Distinct Patterns in Timing and Research Behaviour

The Industrial Buyer Pulse data suggests that members of the buying committee do not participate in supplier evaluation at the same time, nor do they gather information from the same sources.

Rather than thinking in terms of rigid persona archetypes in your GTM approach, it is more useful to recognize observable differences in how roles engage, research, and build internal consensus:

Role	Findings	Strategic Implication
Executive	Among the most optimistic on capital spend; highest reported use of AI for supplier research.	Likely to appreciate higher-level strategic framing and content that supports independent discovery.
Procurement	95% of Procurement and Supply Chain respondents shortlist suppliers before speaking to sales.	Emphasizes the importance of digital transparency. Pricing clarity, credentials, and compliance signals must be easily accessible.
Operations	Lower AI usage; lower on capital optimism compared to Executives and Procurement.	Suggests greater weight placed on proof, firsthand validation, or peer reference. Credibility over creativity.
Managers	Lower capital optimism and AI usage; less represented in early-stage supplier shortlisting.	Indicates that enablement content (implementation detail, risk mitigation, rollout clarity) may resonate more strongly.

The bottom line is: If your campaigns speak "to the account," without addressing the motivations of each role within it, they'll silently stall.

So What Must GTM Leaders Do?

As we approach 2026, consider the following refinements to your GTM approach:

Route buyers by tempo

Let fast-movers transact quickly. Give slower cycles the materials (and time) they need to build consensus.

Persuade by role

Recognize that the buying committee isn't homogeneous. They engage at different times with different requirements that are often tied to different risk positions and responsibilities.

Win before contact

With 82% of industrial buyers shortlisting digitally before speaking to sales, industrial websites and content must now operate as digital sales engineers, not brochures.

The manufacturers that embrace this won't simply improve efficiency, they'll fundamentally change the physics of deal progression. Because buyers who feel understood move faster.