



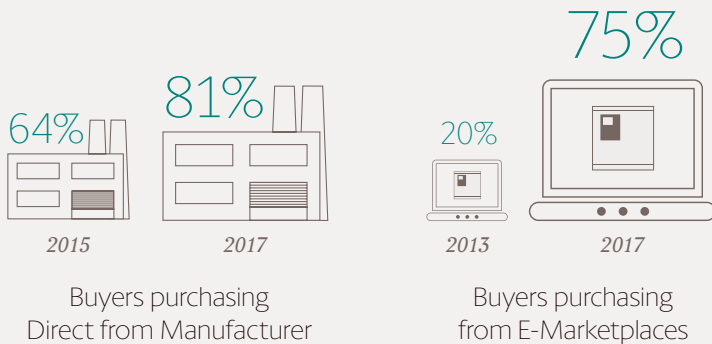
4 Strategies for Industrial Buyer Loyalty

Traditional distributors with a classic, inventory-heavy business model must find new ways to counteract rising competitive threats, while meeting evolving customer needs. These highlights from the UPS Industrial Buying Dynamics study of 1,500 buyers explore perceptions and preferences reshaping the industrial supplier landscape. Analysis of buyer responses points to four strategies to help distributors win – or win back – customer loyalty.

Recognize Rising Threats

1

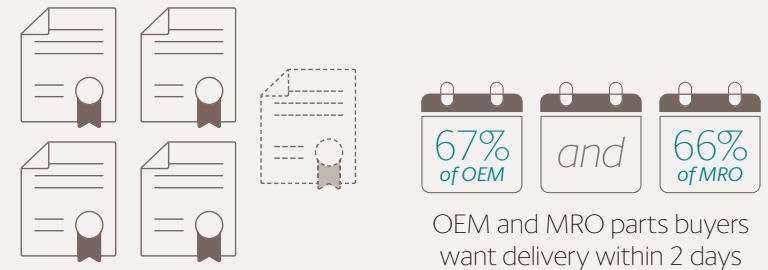
Increased Use of E-Marketplaces and Manufacturers



Address Buyer Needs by Product Category

2

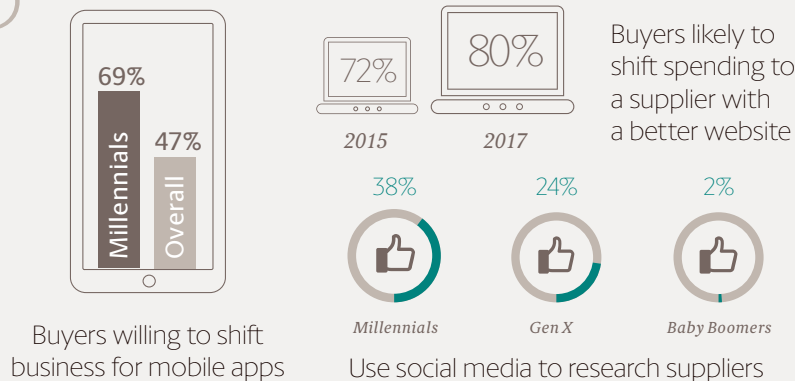
Product-Specific Buying Behaviors an Opportunity to Differentiate



Optimize the B2B Customer Experience

3

Growing Demand for Buying Via Websites and Mobile



Differentiate with Post-Sales Service and Support

4

Most Buyers Expect Post-Sales Services, Especially Returns

