



revenue growth research membership from B2B DecisionLabs

your challenge

You invest heavily in your sales, marketing, and/or customer success teams. Those investments might include training, coaching, tools, or technology—all in service of better conversations with prospects and customers.

But, if you're like other commercial leaders, helping your teams understand how prospects and customers perceive value and make buying decisions is a struggle. It's all too easy to fall back on opinion, gut instinct, and so-called "best practices" that really only reflect the personal opinion of one influencer, the singular experience of one person, or surveys of what people think work best.

what's going wrong?

- "Best practices" are often subjective and unreliable.
- Surveys and analyst recommendations are hard to implement and subject to misinterpretation.
- Implementation often occurs in a vacuum.

what if you could...

- Base customer conversations on research and testing, not opinions and guesswork?
- Equip your teams with the tools, insights, and coaching they need to win specific, in-the-moment commercial conversations?
- Compare notes and experiences with peer practitioners who are struggling with—and overcoming—the same challenges you're facing?

71% of commercial leaders believe the biggest obstacle to success is the **inability to articulate value.**

if...

You want practical, science-based insights and advice, not opinion-based “best practices.”

You need to validate your approach before making a big strategic bet.

You’re searching for a community of like-minded commercial leaders and expert advisors.

then...

Equip your entire commercial organization to have conversations with prospects and customers that match their buying motivations in the moment.

what it is

Introducing the first and only revenue growth research membership dedicated to understanding how buyers frame value and make decisions. **Your membership includes access to:**



innovative research

Unlimited access to ongoing behavioral research, neuroscience studies, field trials, and machine learning tests examining different facets of buyer decision making in key commercial moments.



tested tools

Science-backed templates, frameworks, planners, and training content—developed and put into practice by the researchers and consultants who are implementing the work.



expert insights

Direct access to expert “doers” offering insight, feedback, and coaching to support your most important strategic initiatives.



exclusive experiences

A global community that brings together like-minded leaders who are running their commercial engines based on Decision Science.

what you gain

With your B2B DecisionLabs revenue growth research membership, you gain access to scientific research studies, field-ready tools and resources, and on-demand coaching and testing for your organization. And you’ll arm your entire commercial organization with the certainty that only comes from taking the guesswork out of revenue growth.