



research and advisory subscription from B2B DecisionLabs

your challenge

Commercial leaders face intense pressure to not just react to change, but to anticipate and prepare for it.

But when they're looking for guidance, companies invest millions of dollars every year on opinion-based surveys and so-called "best practices" that are backward-looking and difficult to put into practice.

what's going wrong?

- Most analyst opinions are based on self-reported data about what other companies have done in the past. So the information isn't just unreliable—it's also dated.
- It's nearly impossible for an organization to put research findings into practice.
- Many analysts and thought leaders are disconnected from the reality on the ground and are unavailable to help you translate insights into action.

what if you could...

- Understand how your prospects and customers frame value and make decisions.
- Enable your teams with field-tested tools to bring new insights to life.
- Get personalized guidance from expert practitioners who do the work and produce the research.

if...

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

You need to test and validate your approach before making a big financial bet.

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

then...

Equip your entire commercial organization to have more productive and profitable customer conversations with access to ongoing research, science-based tools, and expert advisory services.

what it is

The B2B DecisionLabs research and advisory service is a subscription solution that offers science-backed studies, field-ready tools and resources, and on-demand coaching and testing for B2B commercial teams.

The subscription includes access to:



innovative research

A quarterly cadence of behavioral studies, neuroscience research, and field trials to discover how B2B buyers frame value and make decisions.



expert insights

Advice, feedback, and coaching from expert practitioners with real-world experience to ensure you’re getting the most out of your investment.



tested tools

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



exclusive experiences

A global community that brings together like-minded leaders for exclusive events, executive forums and retreats, and regular peer-to-peer exchanges.

what you gain

With B2B DecisionLabs research and advisory service, 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 sales and marketing.