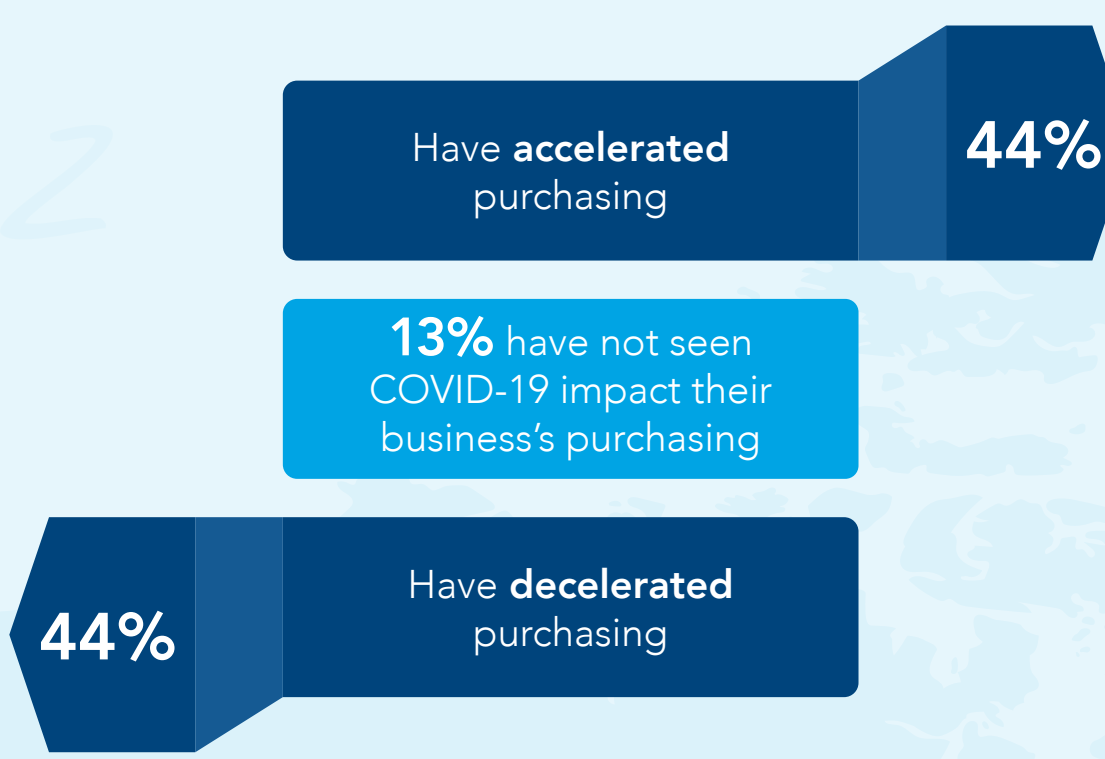




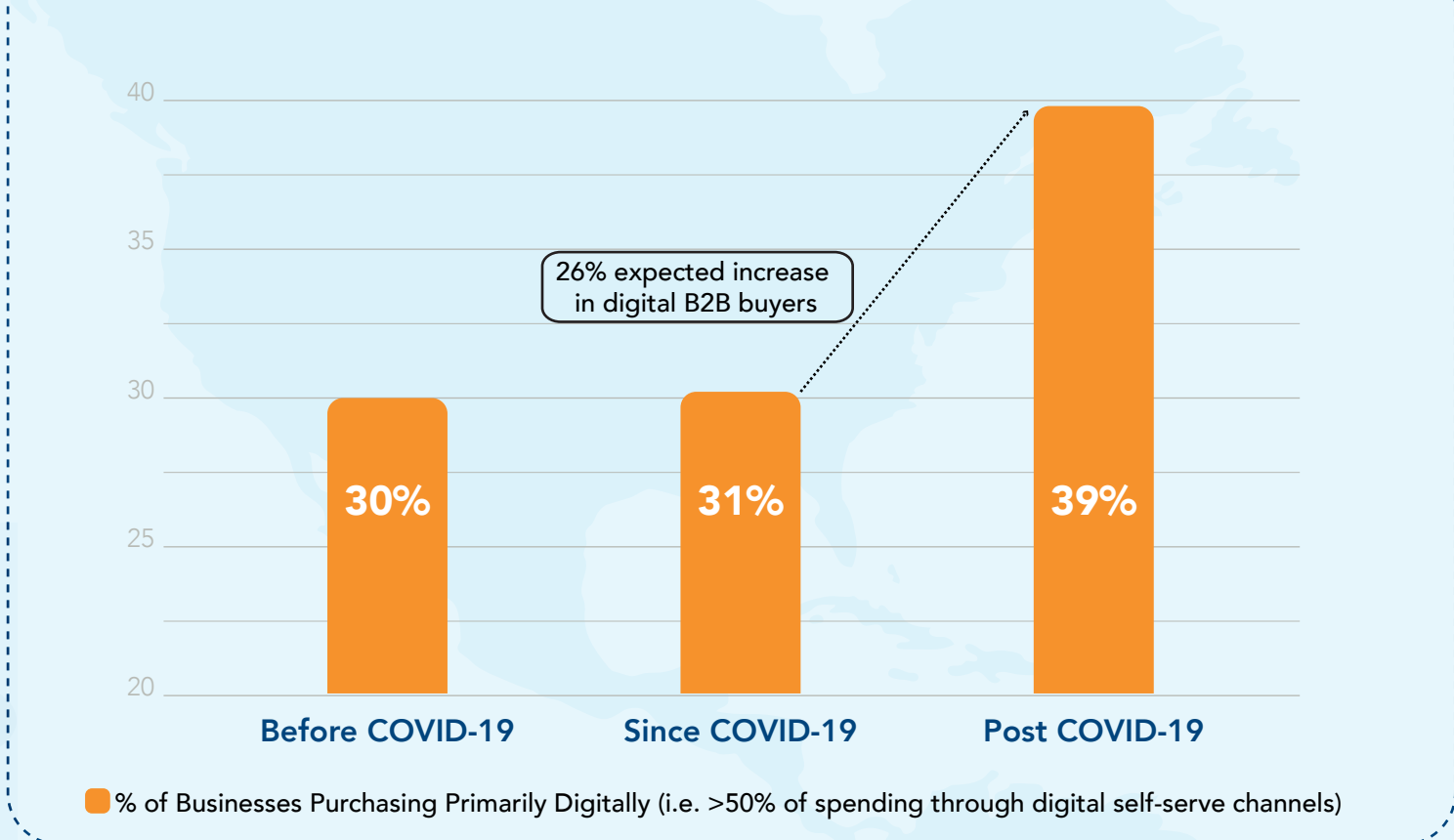
THE ACCELERATED B2B DIGITAL SHIFT IN DISTRIBUTION

PROS worked with Hanover Research to survey 71 B2B Buyers who are responsible for purchasing from distributors on how they have been affected by COVID-19. In B2B, the coronavirus pandemic is accelerating digital buying and driving preference for distributors that can provide a fast, personalized response.

The Impact on B2B Purchasing is Mixed

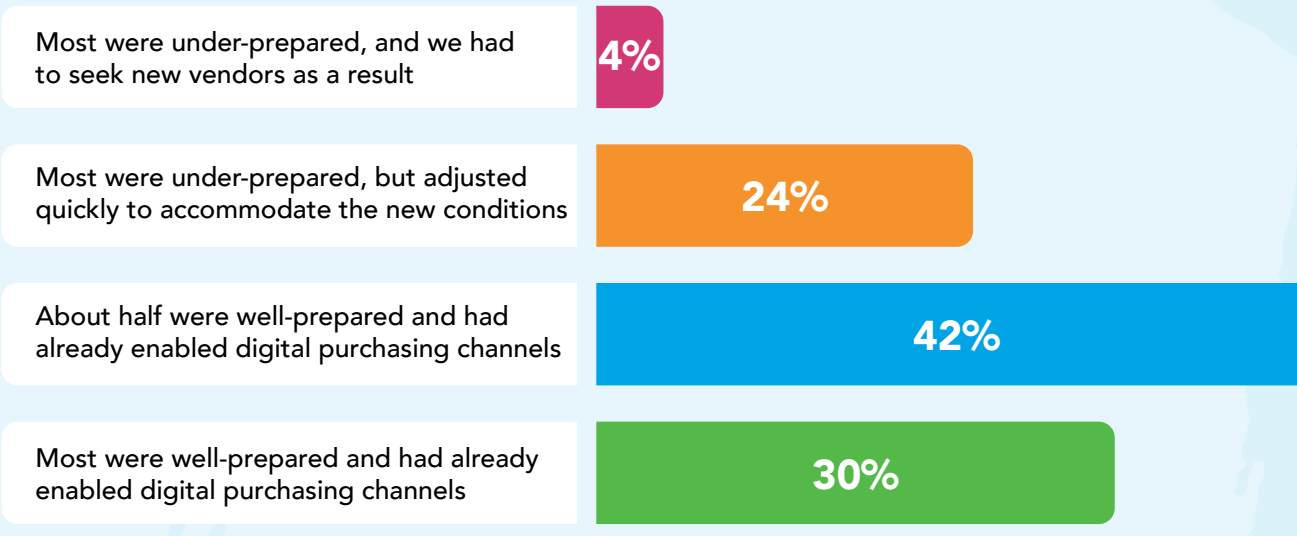


COVID-19 is Accelerating the Shift to Digital Purchasing

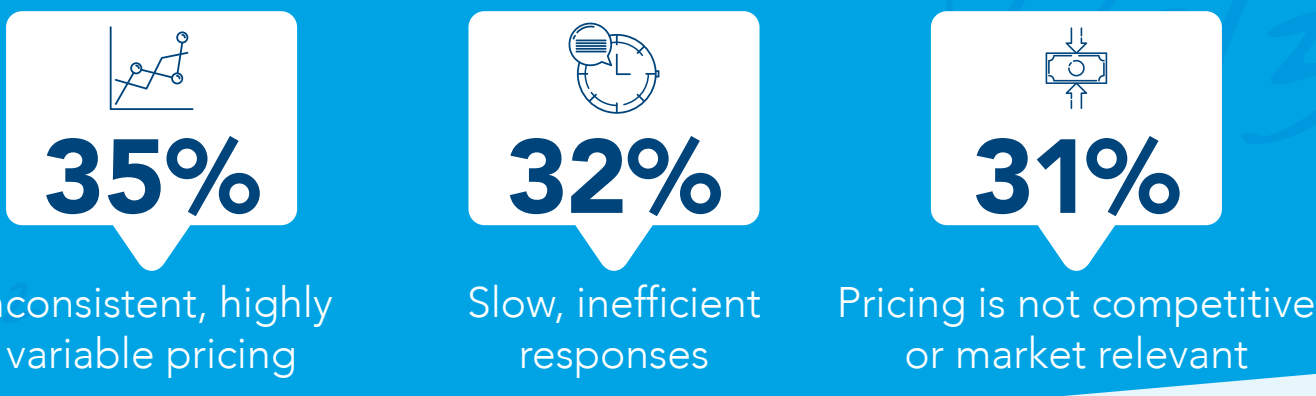


Only 3 Out of 10 Buyers Said Most of Their Vendors Were Well-Prepared

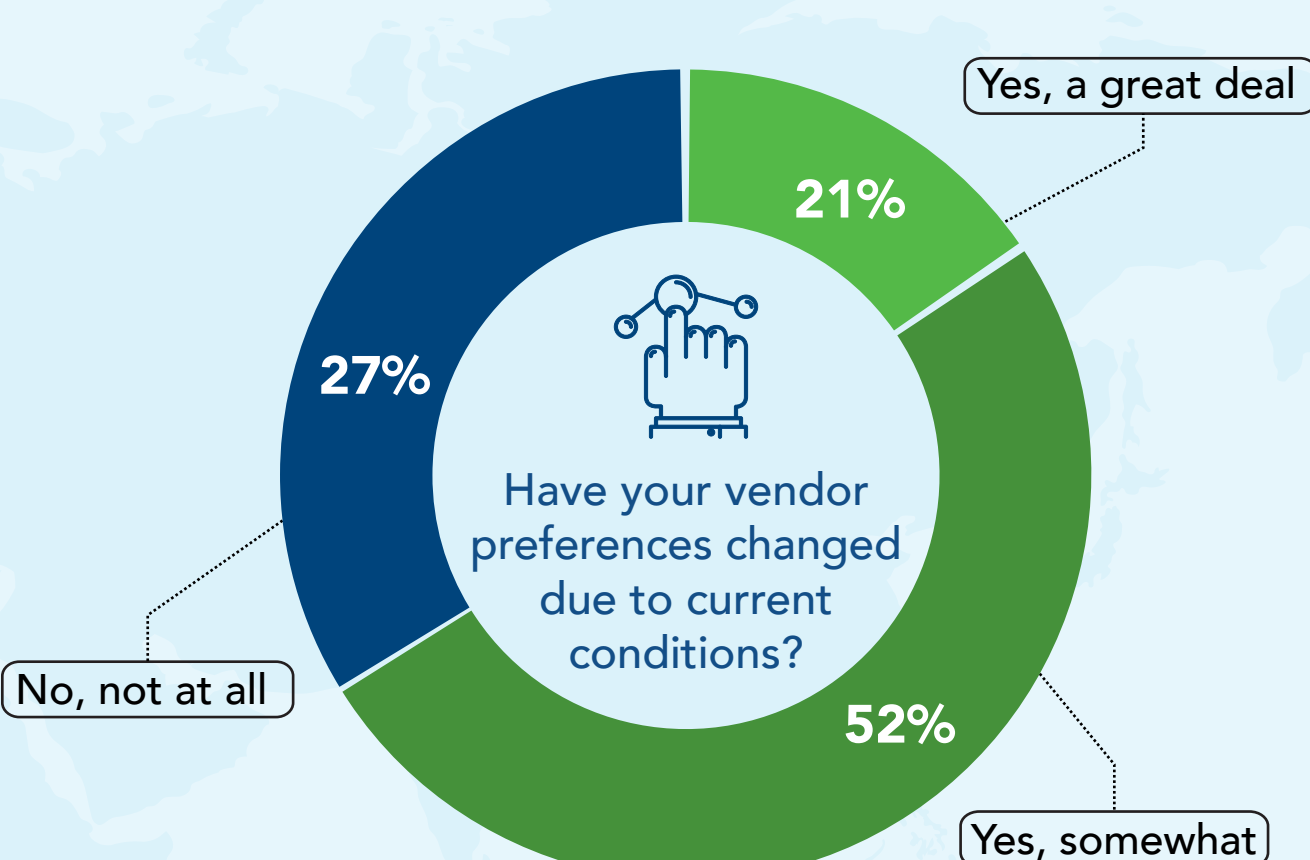
How Prepared Were Your Vendors to Support You Virtually?



The Top Challenges in Working with Existing B2B Vendors



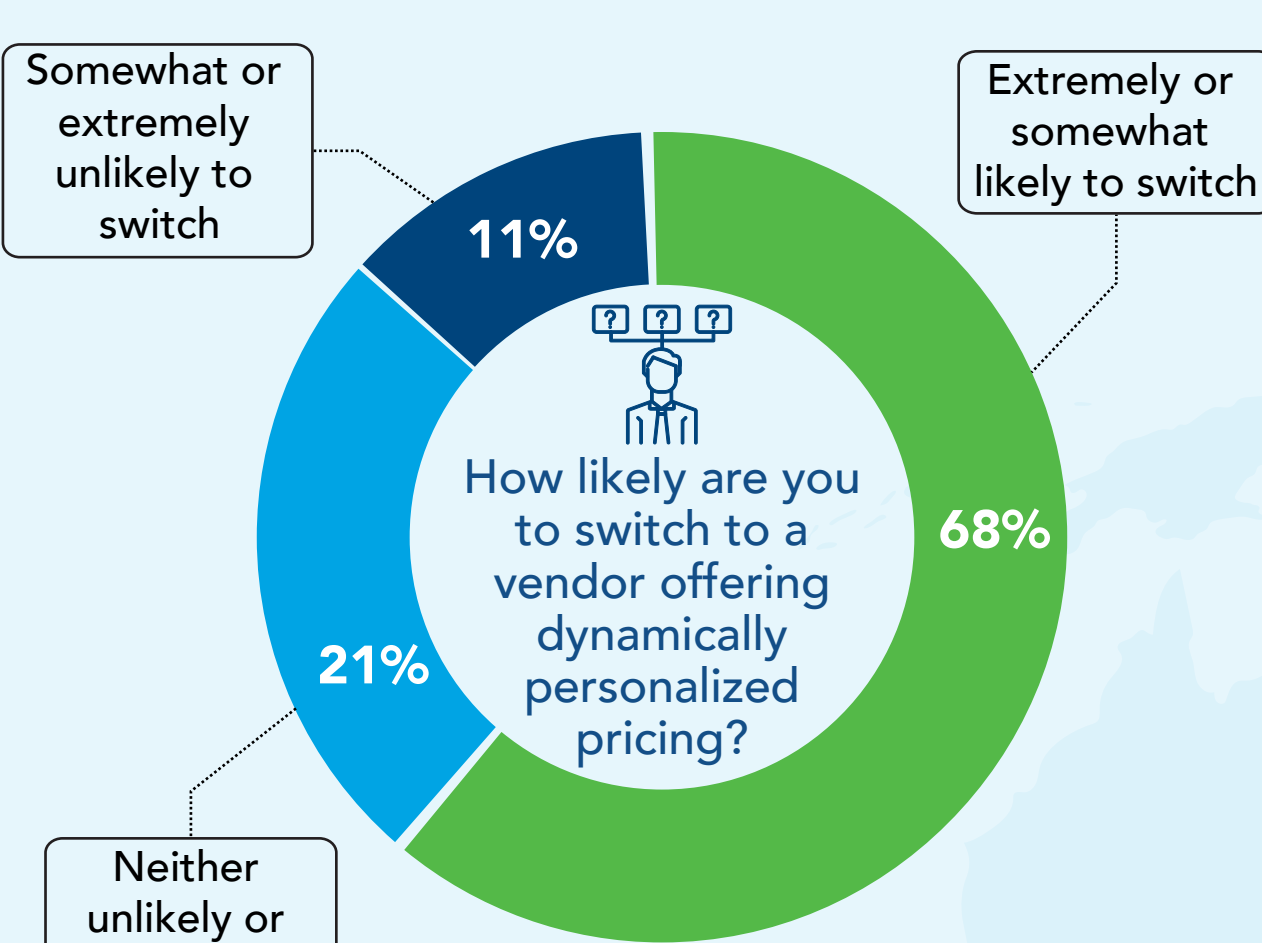
7 out of 10 Buyers are Shifting Their Wallet Share



Top Reasons for Changing Vendor Preferences



2 out of 3 Buyers Would Switch for Dynamic Pricing



Distribution Buyers want fast, self-serve, personalized options. Is your business delivering?

Get the full report on changing purchasing trends in the **COVID-19 B2B Buyer Trends Report**