

JTN Group Releases New Executive Brief Detailing a Decade of Upheaval in the B2B Buyer Journey

JTN Group today announced the publication of Executive Brief "The Evolution of the B2B Buyer Journey: Strategic Implications of a Decade of Change"

NEW YORK, NY, UNITED STATES, June 20, 2025 /EINPresswire.com/ -- [JTN Group](#) today announced the publication of a groundbreaking Executive Brief, "The Evolution of the B2B Buyer Journey: Strategic Implications of a Decade of Change (2015–2025)." Drawing on more than two dozen academic studies, analyst reports, and proprietary data sets, the executive brief charts [changes in the B2B buyer journey](#) manifest in digital self-service, expanded buying committees, and privacy regulations have permanently shifted the balance of power from sellers to buyers.



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The Executive Brief is available for download at <https://jtn.group/articles/changes-in-the-b2b-buyer-journey>.

Key Findings

- Buyer-Controlled Journey: B2B customers now perform 70 percent of their research before engaging sales and devote only 17 percent of total buying time to supplier conversations.
- Committee Complexity: Average buying teams have grown from 5–7 stakeholders in 2015 to 10–11 today, stretching sales cycles to roughly 11 months.
- Rise of RevOps: Organizations that unify marketing, sales, and customer success under a Revenue Operations model grow 36 percent faster and achieve 28 percent higher profitability

than siloed peers.

- Data & Privacy Reset: With third-party cookies disappearing, leading firms are pivoting to first-party data, intent-signal orchestration, and buyer-enablement content to fuel account-based marketing at scale.
- Flywheel Metrics: Net-revenue retention, pipeline velocity, and product-adoption rates now out-predict revenue more reliably than traditional MQL volume.

What Readers Will Gain

- A concise overview of how digital disruption, AI tooling, and regulatory change have dismantled the linear funnel.
- Five deep-dive analyses on journey shifts, consensus dynamics, technology impacts, post-sale growth, and 2025+ imperatives.
- Actionable frameworks - including the "Land-Adopt-Expand-Renew-Advocate" growth rings and a B2B Tech-Stack Constellation - ready for executive presentations.
- Checklists for CEOs, CROs, CMOs, and revenue-operations leaders to realign strategy, metrics, and technology stacks around the buyer-controlled flywheel.

About JTN Group

JTN is a marketing, sales and training consultancy with office locations in New York and London. JTN's services support growth in organizations large and small: Revenue Growth; Margin Growth; and Personal Growth. Leveraging decades of marketing, sales, management, consulting and L&D expertise, the JTN team works with clients worldwide to make organizations bigger and teams better.

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