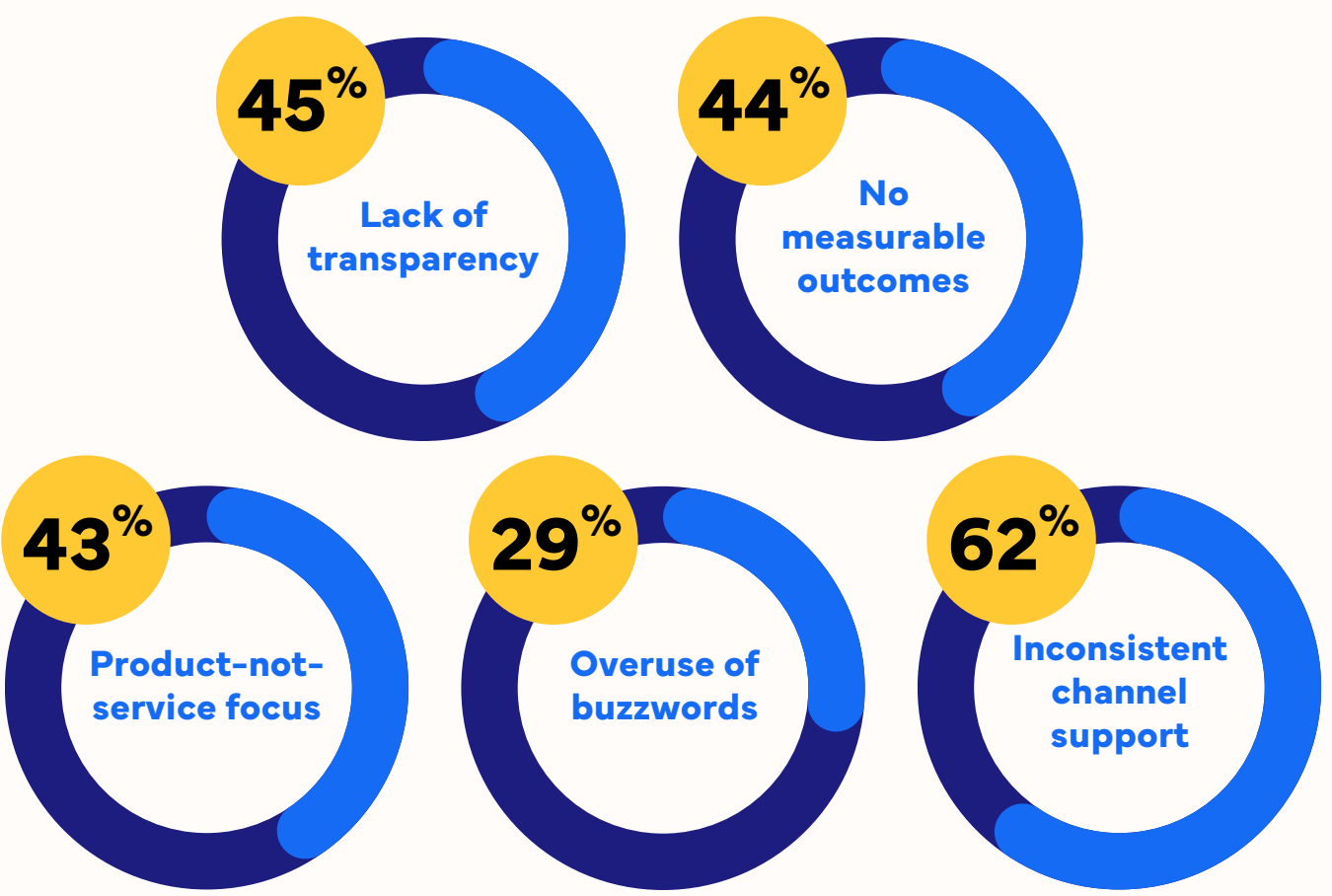


Why buyers don't believe vendor claims

And what they look for instead



Why buyers are skeptical



IDC's take

Buyers are wary of claims **without clear evidence** or **visibility into execution.**



What buyers look for instead



- Measurable outcomes**
 44% of buyers say they trust vendors who demonstrate clear business results and ROI, not just technical features.
- Transparent communication**
 45% of buyers require open, ongoing communication about delivery, pricing, and support to build trust.
- Customer-centric engagement**
 23% of SMB buyers prioritize trusted relationships and proactive engagement throughout the lifecycle.
- Industry expertise**
 55% of buyers are more likely to consider vendors with deep technical specialization and proven industry knowledge.
- Strong data governance & security**
 49% of buyers in AI and cybersecurity cite a trusted brand and robust data governance as top selection criteria.

What builds trust



- References & customer stories:** Buyers rely on recommendations from peers and real-world case studies to validate claims.
- Proof points & technical validation:** Buyers want demos, POCs, and technical benchmarks; "show, don't tell" is the expectation.
- Transparency in delivery & pricing**
 Buyers look for clear SLAs, reporting dashboards, and communication about processes and costs.
- Hands-on trials**
 Product trials, POCs, and freeware are critical for buyers to test claims in their own environment.
- Security, compliance, and ESG credentials**
 Buyers scrutinize certifications, audit reports, and data governance practices.

Ready to move beyond promises?

Ask IDC how buyers validate ROI in your category.

[Contact us](#)

