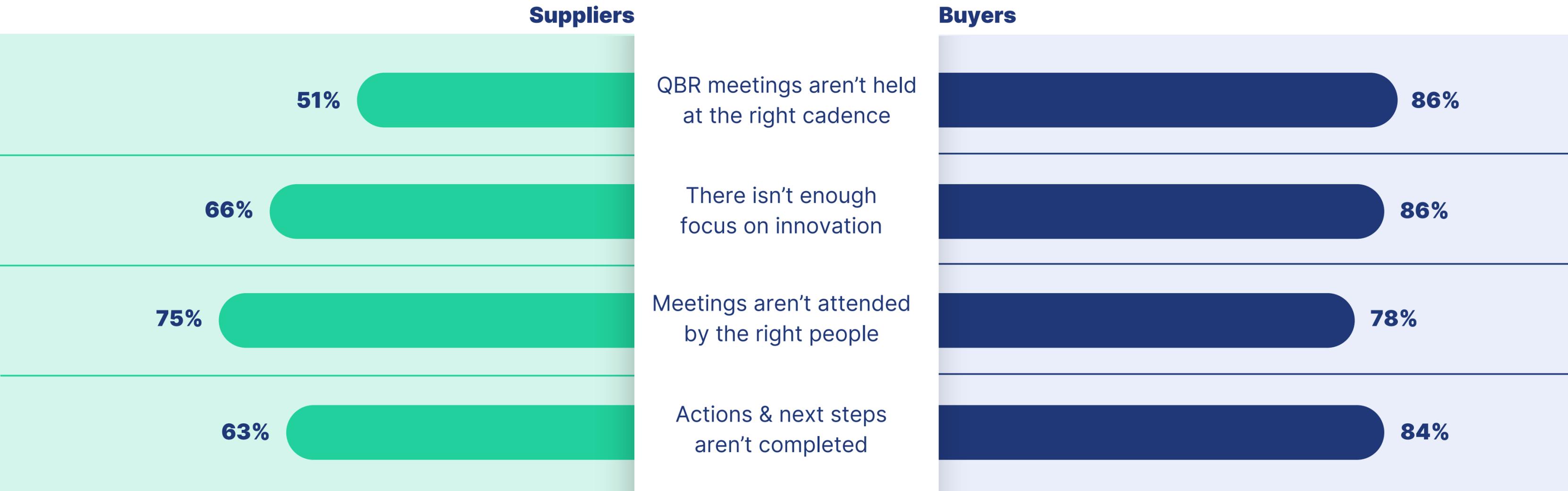


# Suppliers vs buyers - biggest frustrations around QBRs

Both suppliers & buyers of B2B services have things they'd like to improve within the Quarterly Business Review (QBR) process. However, the weight they give to these frustrations can differ significantly, and buyers are clearly feeling them more intensely.



QBRs are a powerful tool for driving growth and retention, but they must be used effectively. Buyers feel the pain of poor QBRs more than suppliers do, highlighting the urgent need for improvement. By addressing key frustrations like a misaligned cadence, lack of innovation, poor attendance and missed follow-ups, suppliers can turn QBRs into the strategic advantage they should be.