



## Warning Sign No. 2

### Buyers in an accelerated growth phase

Businesses that are in an accelerated growth phase experience higher rates of software purchase regret than those in growth, static or decline phases.

A vertical sequence of five triangles on the left side of the slide. From top to bottom: an orange triangle pointing up, and four grey triangles pointing up. They are connected by a thin orange vertical line.

47%

**Decline or significant contraction**

Predicting a slight or substantial decline in business activities and market share

53%

**Static**

Foreseeing relatively static business conditions with no significant changes

59%

**Growth**

Expecting steady and moderate growth in operations and market presence

68%

**Accelerated growth**

Anticipating significant expansion and increased business opportunities

