

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 white circle containing the number "47%" in black text.

Decline or significant contraction

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

A white circle containing the number "53%" in black text.

Static

Foreseeing relatively static business conditions with no significant changes

A white circle containing the number "59%" in black text.

Growth

Expecting steady and moderate growth in operations and market presence

A white circle containing the number "68%" in black text.

Accelerated growth

Anticipating significant expansion and increased business opportunities

