

Buyer Type

CHECKLIST

INTRODUCTION

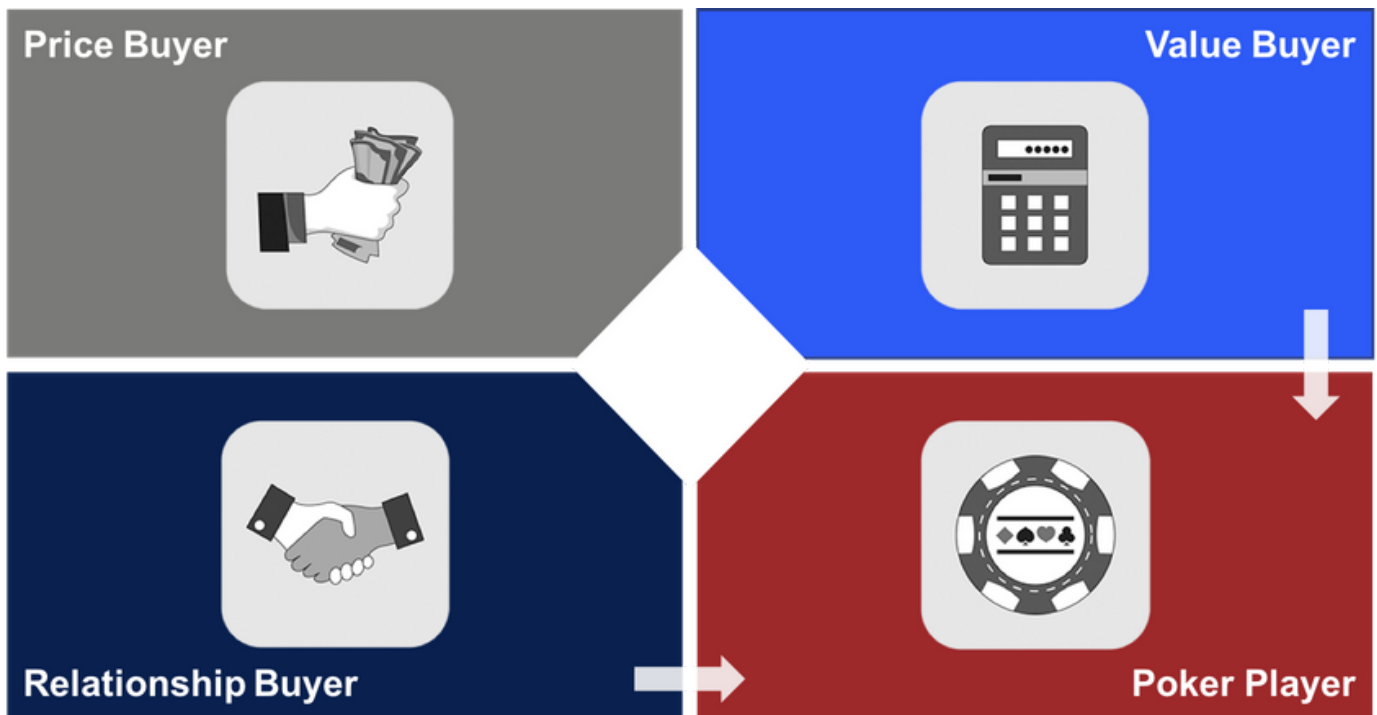
The Buyer Type Tells: Checklist tells you about your Buyer Type for a specific deal. It will indicate whether you are likely to have a Price Buyer, Relationship Buyer, Value Buyer, or Poker Player.

HOW TO USE THIS CHECKLIST

1. Beginning in the horizontal red and white bands, place a check mark in each box that represents a behavior you see in this buyer.
2. When you have finished each band, tally up the check marks in each of the 4 columns.
3. The column with the most check marks, is likely your buyer type.

INTERPRETING THE RESULTS

- Price Buyers purchase the lowest price offerings, and want zero frills
- Relationship Buyers see you as part of their team, and want you to give them the best products/services for them, with much less focus on price
- Value Buyers are concerned with ROI, and want to see the quantifiable benefit that the features of your products have to their bottom line
- Poker Players are buyers that act like Price Buyers, but are really Relationship or Value Buyers looking for a lower price by playing games.



Buyer Type: Tells Checklist

Relationship Buyer	Price Buyer	Value Buyer	Poker Player
Bidding Process			
<input type="checkbox"/> Invites one supplier, or perhaps also a small back-up <input type="checkbox"/> No RFP issued	<input type="checkbox"/> Invites as many vendors as possible <input type="checkbox"/> Issues RFP <input type="checkbox"/> Specs-driven RFPs	<input type="checkbox"/> Invites 2 – 3 vendors <input type="checkbox"/> May work one vendor against another for lower price	<input type="checkbox"/> Might use third-party consultants <input type="checkbox"/> Introduces RFP mid-way through the process <input type="checkbox"/> Qualifies additional vendors at the last moment
Switching Behavior			
<input type="checkbox"/> Very rarely switches vendors <input type="checkbox"/> Will switch vendors to improve quality, results or the relationship	<input type="checkbox"/> Frequently switches vendors to get the lowest price	<input type="checkbox"/> Switches vendors to improve ROI or results	<input type="checkbox"/> Rarely actually switches vendors, but may threaten to do so
Buyer Expertise			
<input type="checkbox"/> Low expertise in your area <input type="checkbox"/> Might not know the solution they want	<input type="checkbox"/> High internal expertise in your area <input type="checkbox"/> Knows the solution they want	<input type="checkbox"/> High expertise in your area <input type="checkbox"/> Might rely on you to help craft the solution	
Your Differentiators			
<input type="checkbox"/> Highly interested in differentiators	<input type="checkbox"/> Not interested in differentiators	<input type="checkbox"/> Highly interested in differentiators	<input type="checkbox"/> Feigns no interest in differentiators
Sales Process			
<input type="checkbox"/> Collaborative, informative negotiation style <input type="checkbox"/> Senior executives make the vendor decision <input type="checkbox"/> Transparent; high trust	<input type="checkbox"/> Procurement controls the process <input type="checkbox"/> Aggressive, controlling negotiation style <input type="checkbox"/> Willing to share buying criteria	<input type="checkbox"/> Informative style but may be controlling <input type="checkbox"/> Will collaborate with you to find the solution	<input type="checkbox"/> Procurement usually controls the process <input type="checkbox"/> Process changes part way through to include Procurement <input type="checkbox"/> Aggressive negotiation style <input type="checkbox"/> Not willing to share buying criteria
Access			
<input type="checkbox"/> Actively provides information on problems and issues <input type="checkbox"/> Good access to decision makers <input type="checkbox"/> Good access to users	<input type="checkbox"/> Does not provide information on problems and issues <input type="checkbox"/> Limits access to users and decision-makers	<input type="checkbox"/> Actively provides information on problems and issues <input type="checkbox"/> Good access to decision makers <input type="checkbox"/> Good access to users	<input type="checkbox"/> Does not provide information on problems and issues <input type="checkbox"/> Refuses access to decision makers <input type="checkbox"/> Limited access to users

Contact us
Holden Advisors, Corp.
2250 Main Street, Suite 2
Concord, MA 01742

978-405-0020