

BUYING INFLUENCES

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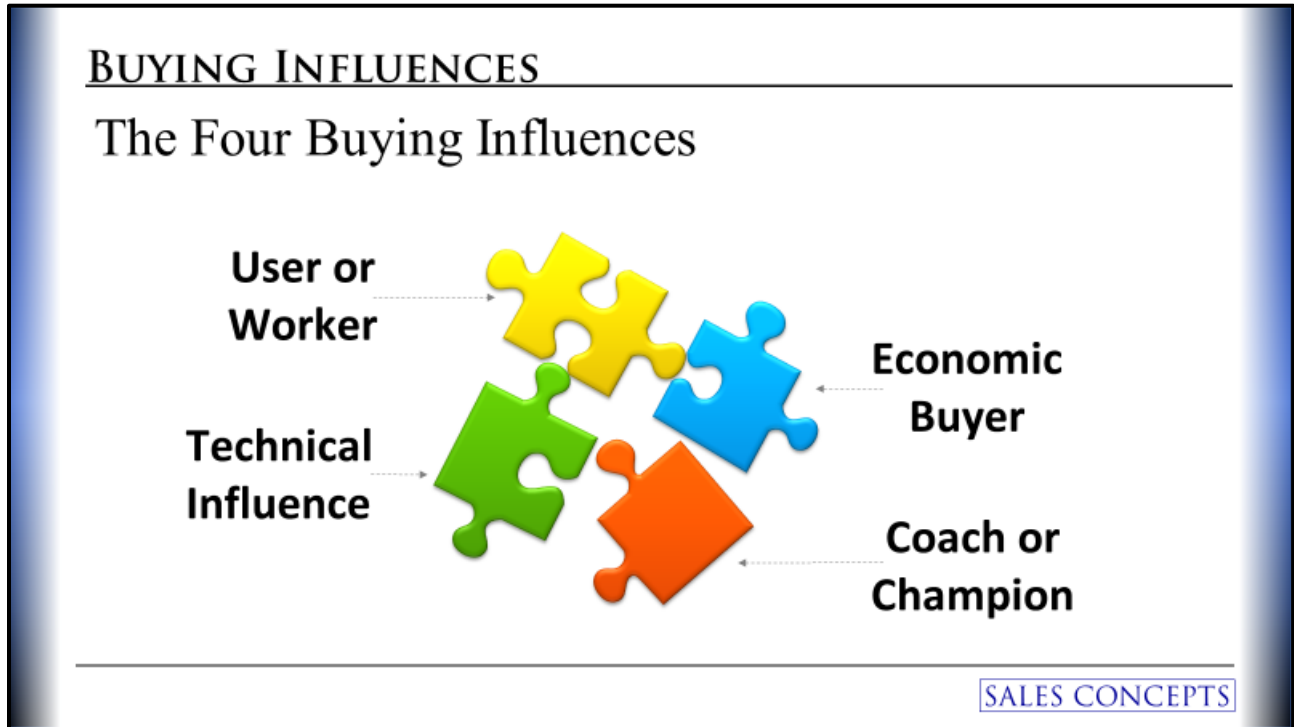
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“Penetrate Accounts at all Levels.”

Program review notes

BUYING INFLUENCES



Buying Influences

Business sales are different from personal sales because:

- Corporate dollars are spent versus individual dollars.
- Frequently there are more decision-makers in a corporation.
- Often a committee is involved.
- The risk can be greater—more people know in a corporation.
- Making a bad decision for the company is not good for one's career.

You probably, from time to time, work with many people who have various roles and positions within a company. We believe all companies are alike in that they all have four buying influences based on what they do. They are Users, Technical Influences, Coaches, and the Economic Buyer who is often referred to as the final decision-maker.


BUYING INFLUENCES

The first influence we evaluate is the user influence.

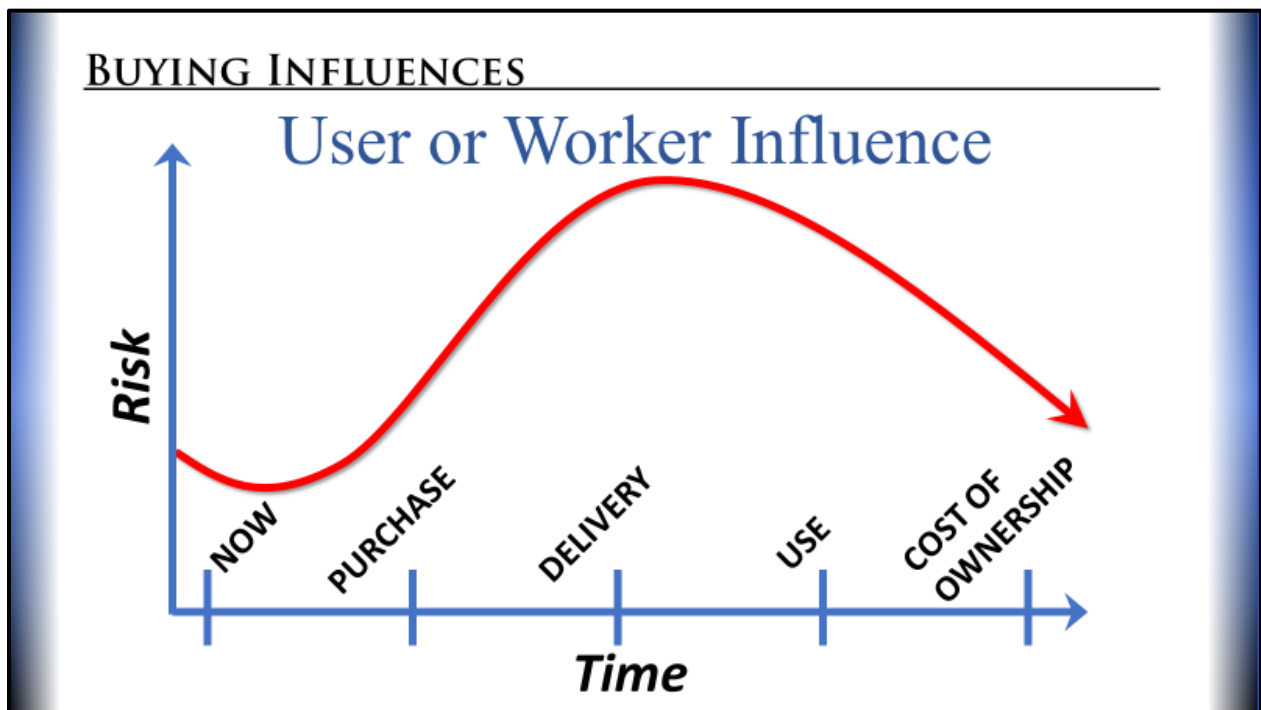
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User or Worker Influence

The person who uses or works with your products or services.



Users may often recommend. Seldom can they say “Yes”.



BUYING INFLUENCES

BUYING INFLUENCES

User or Worker Influences



- Training
- Assistance
- Support
- Convenience
- Comfort

SALES CONCEPTS

The second influence we evaluate is the technical influence.

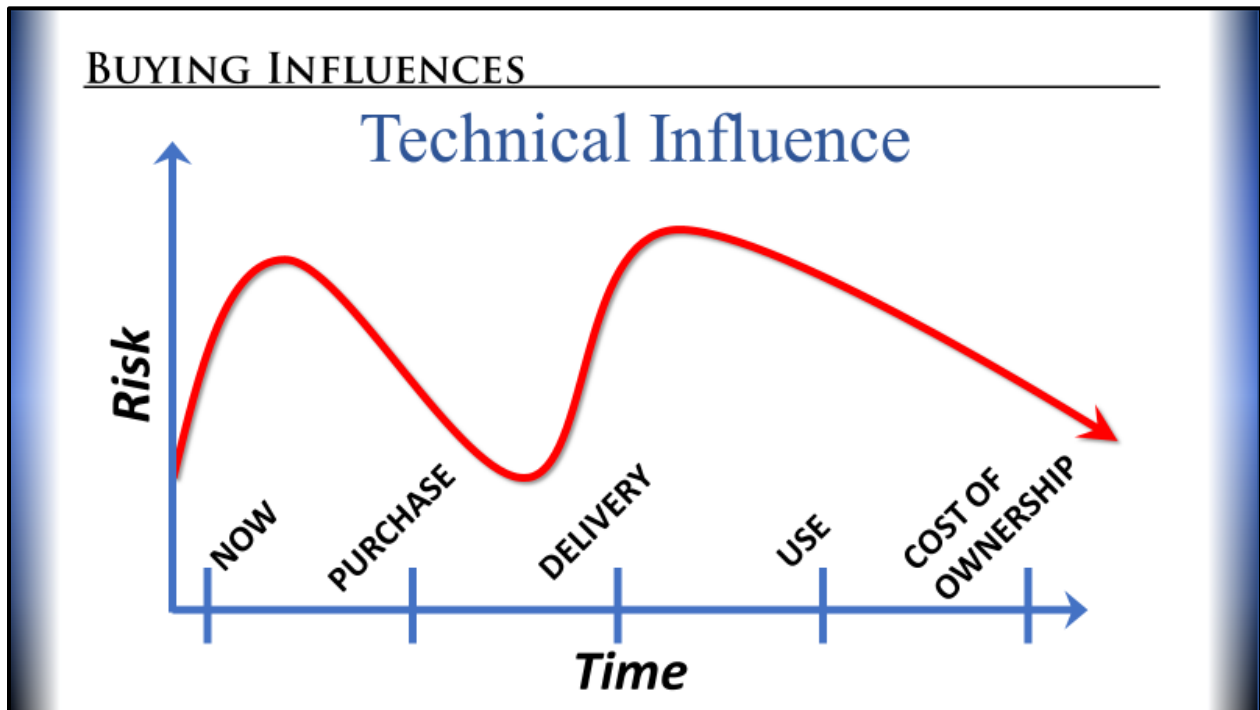
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Technical Influence

People who evaluate the product, service and vendor regarding their area of expertise.



BUYING INFLUENCES



Use the following to reduce risks for technical influences

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Technical Influences

- Data
- Specifications
- White papers
- Performance benchmarks
- Charts and graphs

SALES CONCEPTS


BUYING INFLUENCES

The third influence we evaluate is the coach.

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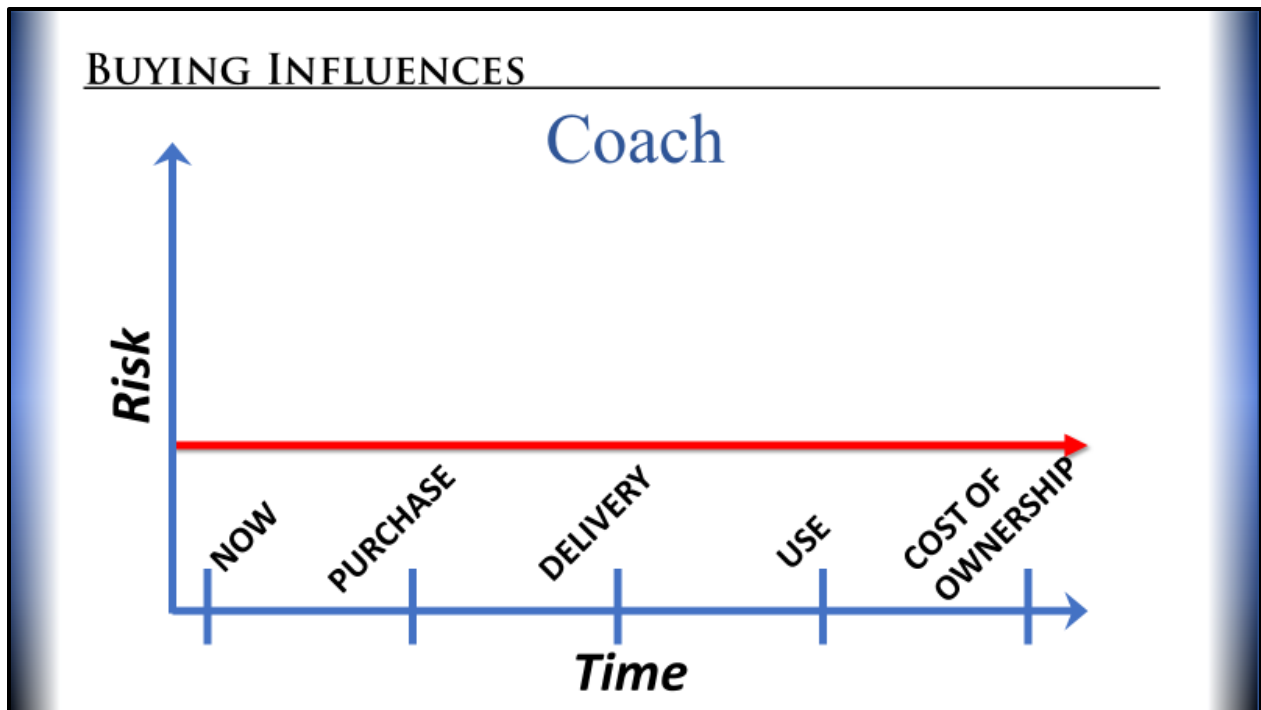
Coach

Anyone who provides information on the situation, customer or project.



The image shows a yellow folder with a red stamp that says "TOP SECRET". The folder is slightly open, showing some papers inside.

Coaches usually have little direct risks.



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Coaches are often passive. They do not get directly involved in proactively helping you by influencing others into action.

A champion will directly intervene on your behalf and proactively work to influence others and help you win the business.

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Champion

A person with clout
who can influence
others and get
things done.

A close-up photograph of a person's hand, wearing a dark suit sleeve, placing a wooden block on a staircase of blocks. The blocks are arranged in a line that curves upwards from left to right, creating a staircase effect. The background is a dark, textured surface, possibly wood.

SALES CONCEPTS

A champion usually perceives and encounters more risks than a coach because they may go so far as to put their reputation on the line to convince others to work with you. In the world of selling champions are your most vital resource. We must strive to develop champions throughout the organization and work to support them.

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The final influence is the economic buyer.


BUYING INFLUENCES

Economic Buyer

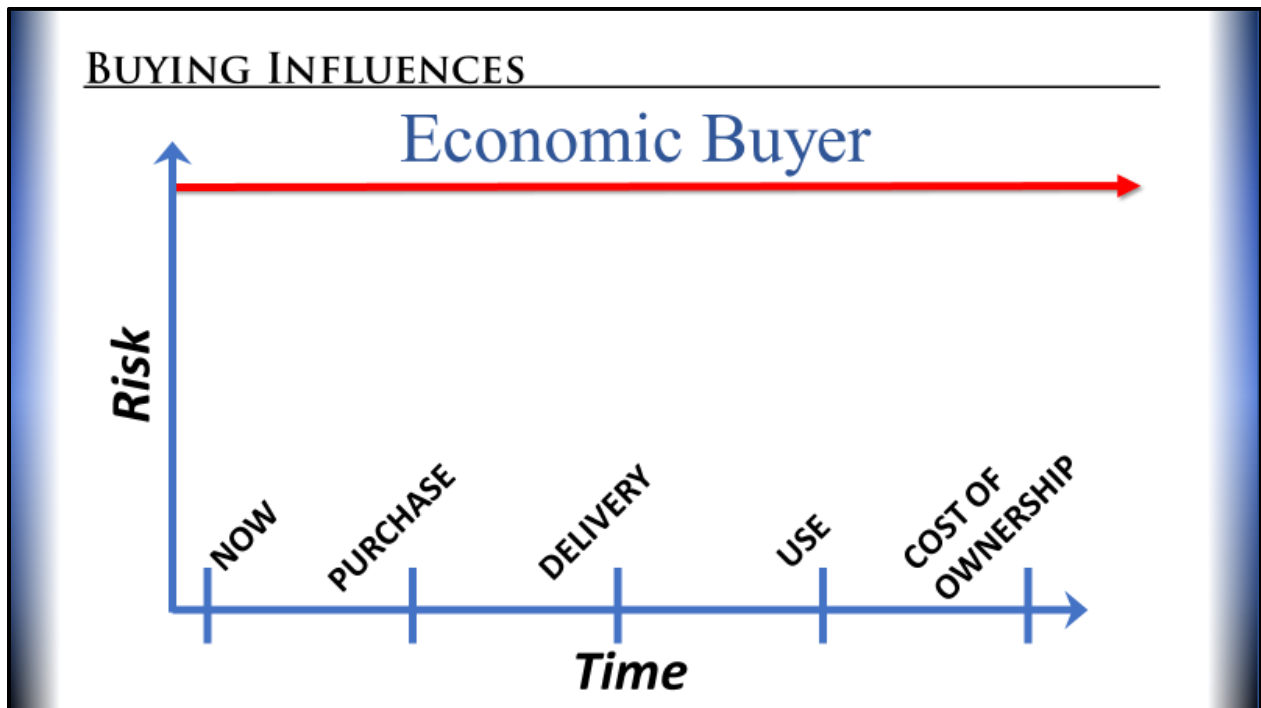
The person who can say

“Yes”

to spending money on your product or service without getting permission.



Even on buying committees, there is usually one person with more influence than the others. This is who we call the Economic Buyer. Their risks are many. After all the first rule of leadership: “Everything is your fault!”



BUYING INFLUENCES

They are usually interested in the following.

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Executive and Management

- Return On Investment
- Cost of Ownership
- Payback Period
- Costs Justification
- Strong Business Case
- Alignment with Corporate Objectives




[SALES CONCEPTS](#)

This is different for operations or maintenance people who focus on these items:

BUYING INFLUENCES

Operations & Maintenance

- Details on installation
- Testing procedures
- Performance data
- Parts and service
- Warranty issues



[SALES CONCEPTS](#)

BUYING INFLUENCES

Purchasing people tend to focus on these items:

BUYING INFLUENCES

Purchasing Personnel

- Cost savings analysis
- Pricing
- Terms and Conditions
- Billing information
- Accounting procedures



SALES CONCEPTS

BUYING INFLUENCES

De-risking questions for each influence:

Users:

- What would a smooth rollout look like from your point of view?
- Who on your team might feel overwhelmed or resistant? How can we help bring them along?
- Have you been through implementations before that went wrong? What did that look like?

Technical Influences:

- What are the biggest red flags you look for in evaluating vendors like us?
- Do you have an internal checklist or approval process we should align with?
- Would a demo or a limited trial help your team feel more confident and secure?

Coaches or Champions:

- How can we make sure you look like the hero in this process?
- What kind of support would you need from us, both before and after the sale?
- Who do you think might challenge this? Can we help you prepare to address that?

Economic Buyer:

- What kind of return or payback period would make this feel like a smart investment for you?
- If we could structure this to tie payments to performance or milestones, would that make it easier to move forward?
- What metrics do you personally get evaluated on? Can we align our solution to help move those?

These are just some questions to get you started. What other de-risking questions can you come up with for each of these influences?

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“Buying Influences”

For additional selling tips and ideas, follow Sales Concepts here:



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