

Multiple Buyers Making Decisions In a Complex Sale

***What you should expect!
What you should do!***

Phase 1

Vision Group Methodologies™

www.visiongroupmn.com

Dan Lemke

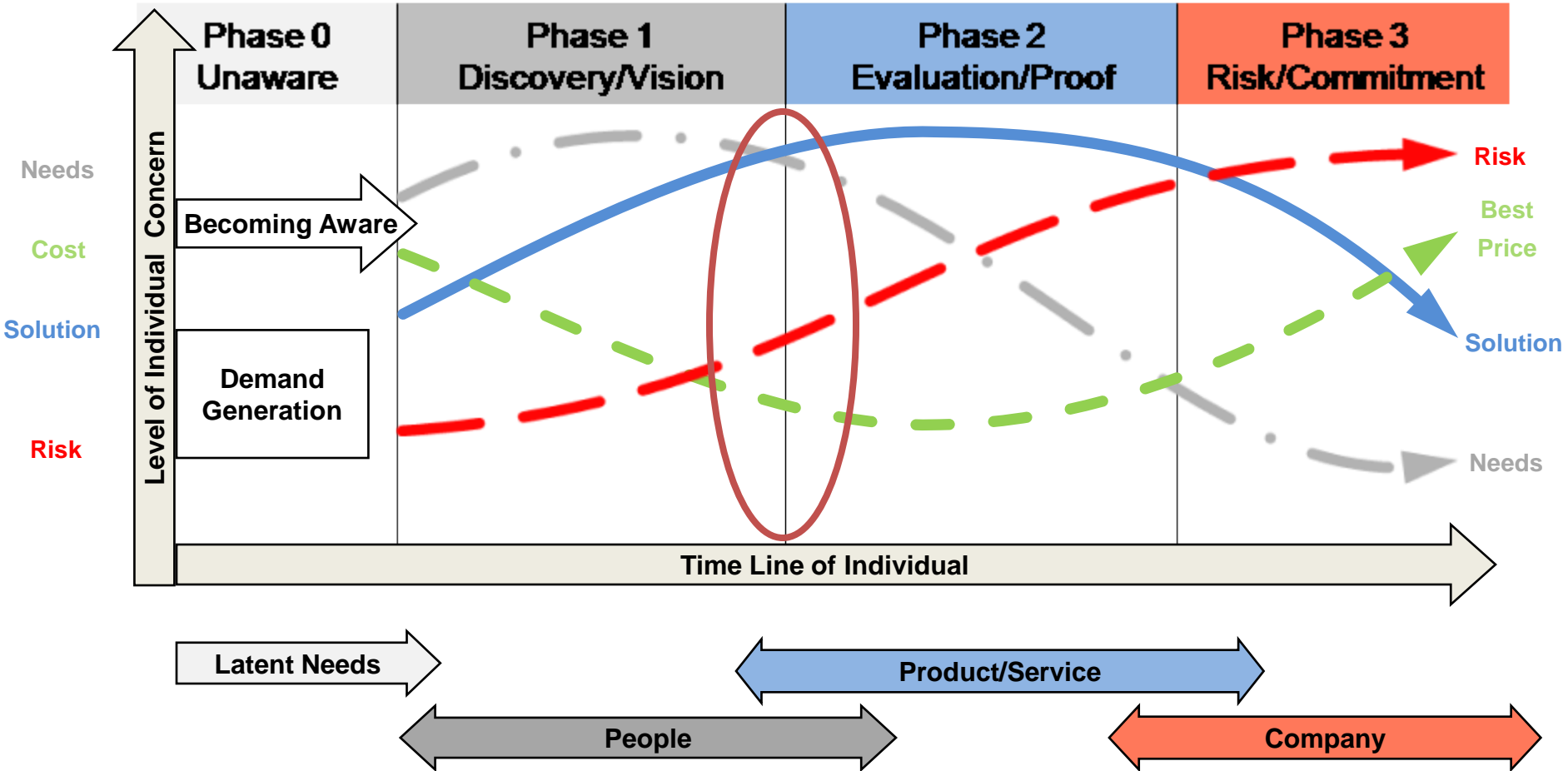
December 15, 2009

[Narrated Video of this Article](#)

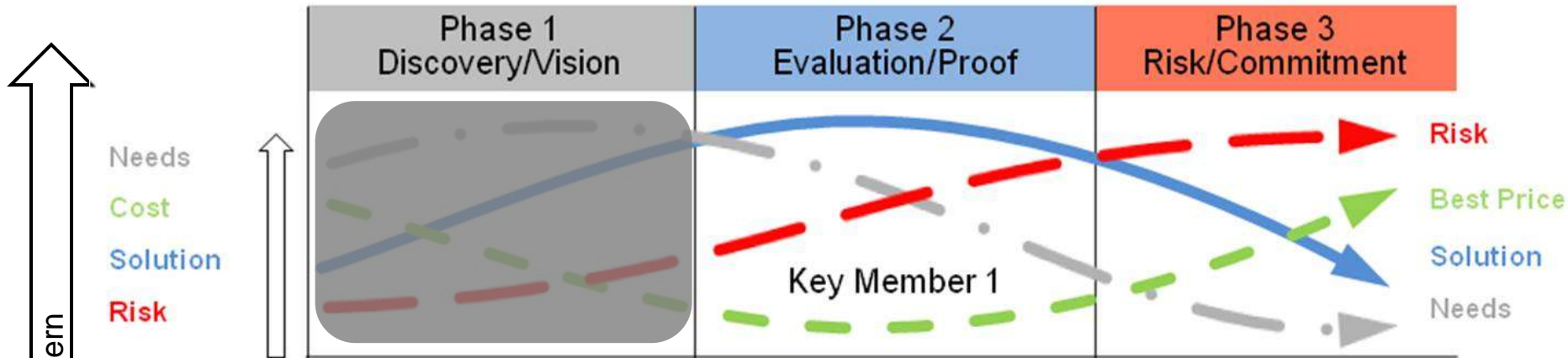


VISION GROUP®

Shifting Concerns of Individuals Making Buying Decisions*



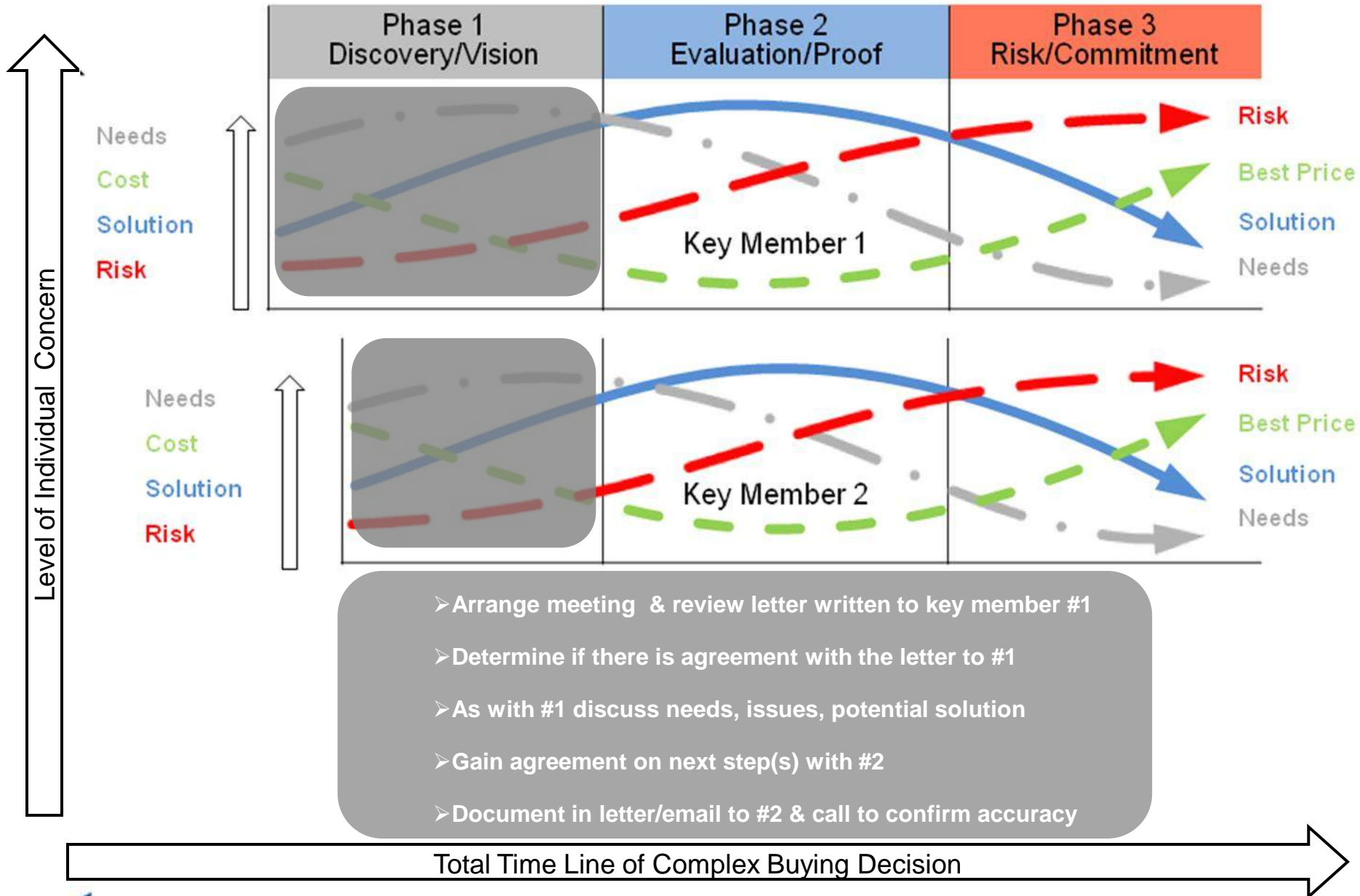
Shifting Concerns of Multiple Individuals Making Buying Decisions*



- Arrange telephone or in-person meeting
- Send email with suggested agenda
- Hold initial meeting to discuss: needs, issues, potential solutions
- Document meeting in email/letter with agreement to discuss it
- Gain agreement on 'solution' and discuss next steps
- During discussion gain access to other key buying members
- Gain agreement on a "Solution Meeting" after interviews

Total Time Line of Complex Buying Decision

Shifting Concerns of Multiple Individuals Making Buying Decisions*

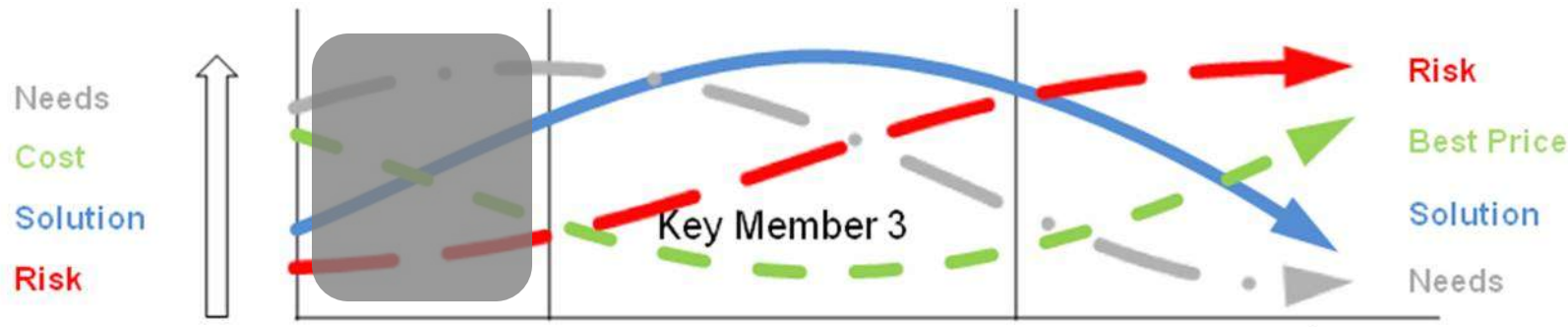


- Arrange meeting & review letter written to key member #1
- Determine if there is agreement with the letter to #1
- As with #1 discuss needs, issues, potential solution
- Gain agreement on next step(s) with #2
- Document in letter/email to #2 & call to confirm accuracy

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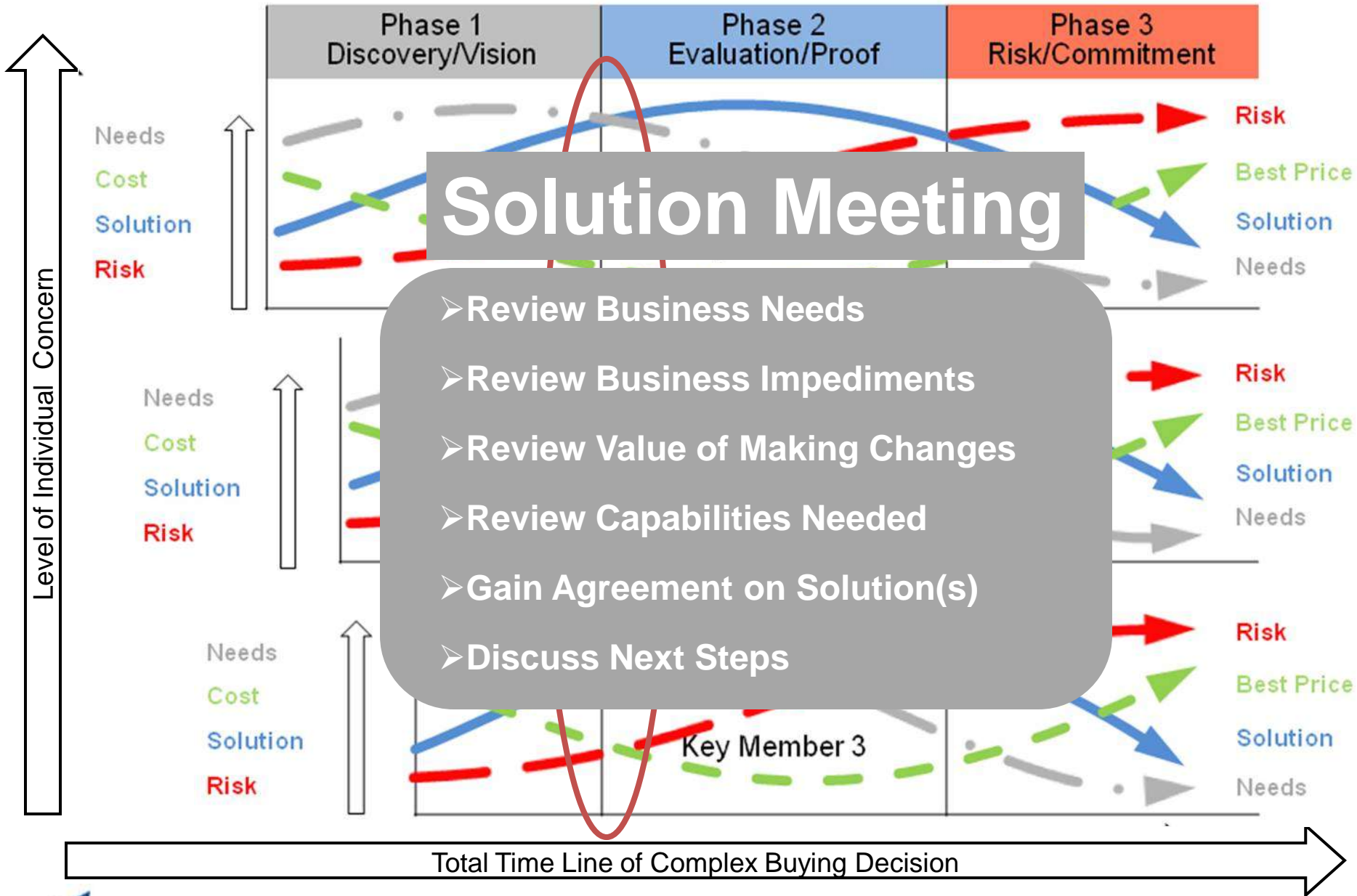
Level of Individual Concern

- Arrange meeting & review letters written to key member #1 & #2
- Determine if there is agreement with letter to #1 & #2
- As with #1, #2 discuss needs, issues, potential solution
- Gain agreement on next step(s) with #3
- Document in letter/email to #3 & call to confirm accuracy



Total Time Line of Complex Buying Decision

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Solution Meeting

- Review Business Needs
- Review Business Impediments
- Review Value of Making Changes
- Review Capabilities Needed
- Gain Agreement on Solution(s)
- Discuss Next Steps

Key Member 3

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