

Shifting Concerns of Individuals Making Buying Decisions

A Consultative View

Vision Group Methodologies™

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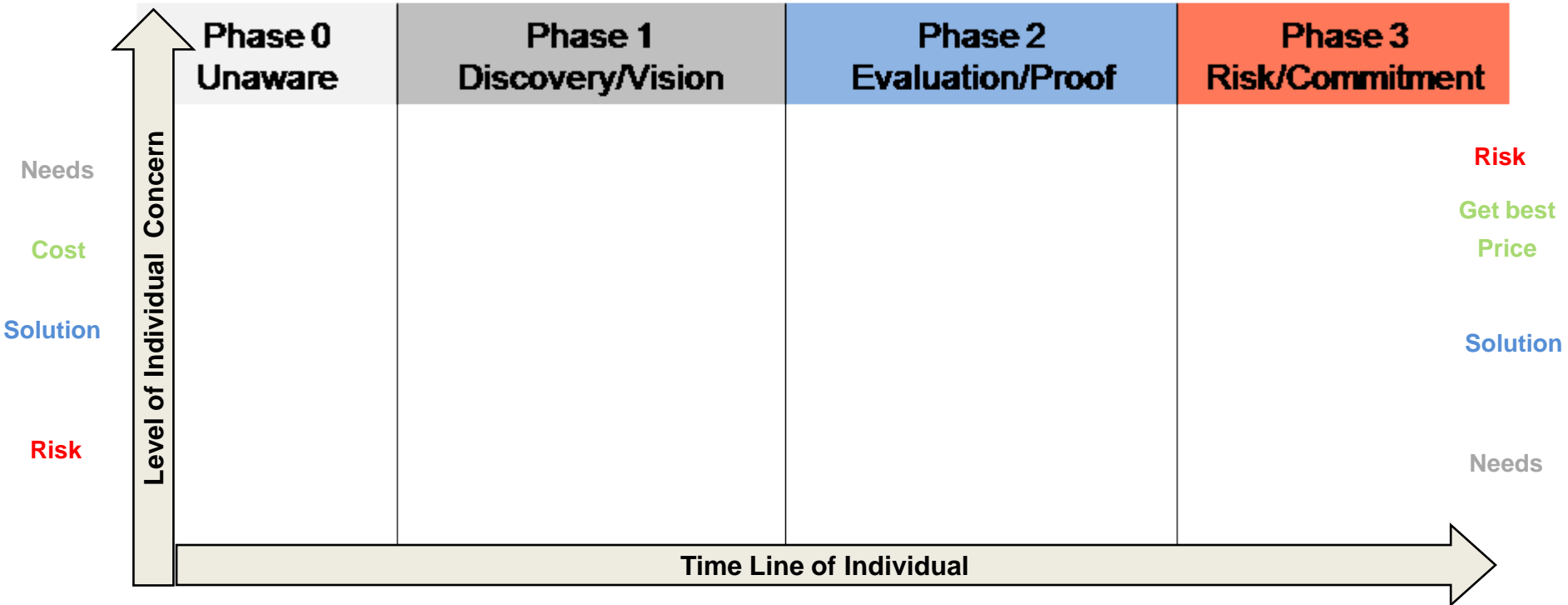
Dan Lemke , Principal

November 16, 2009

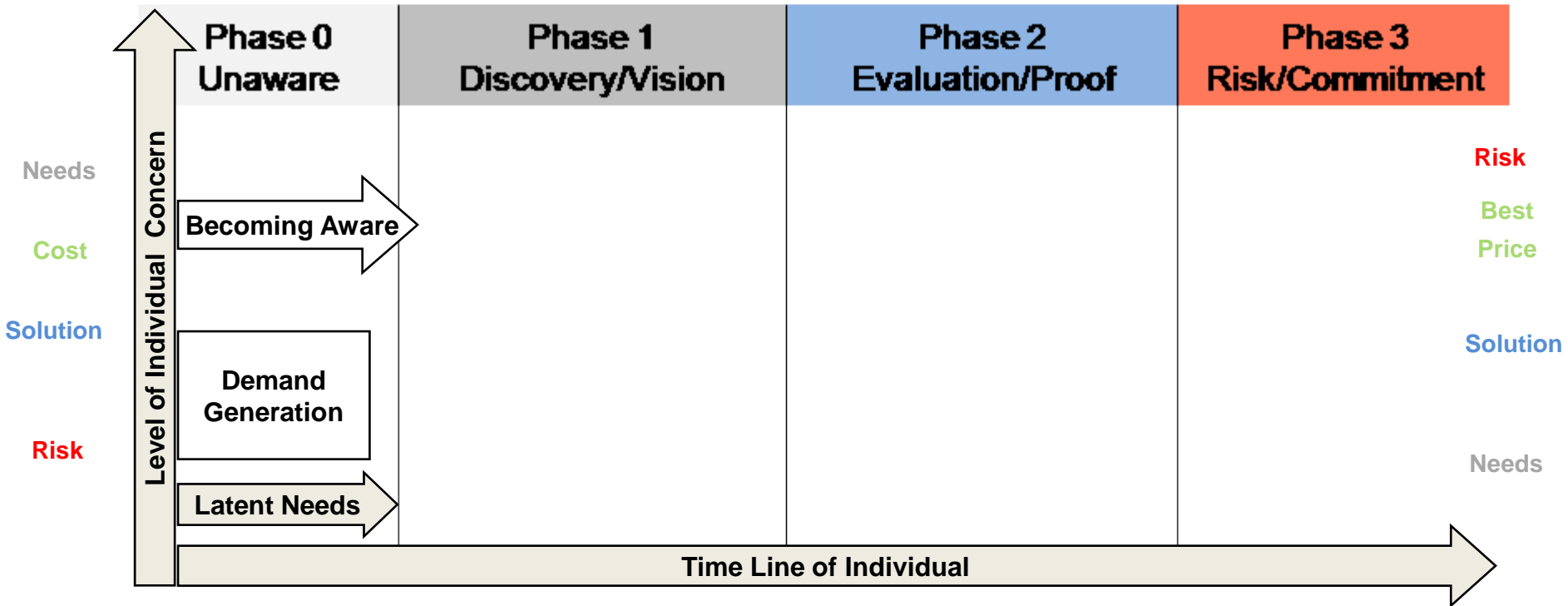
[Narrated Video of this Article](#)



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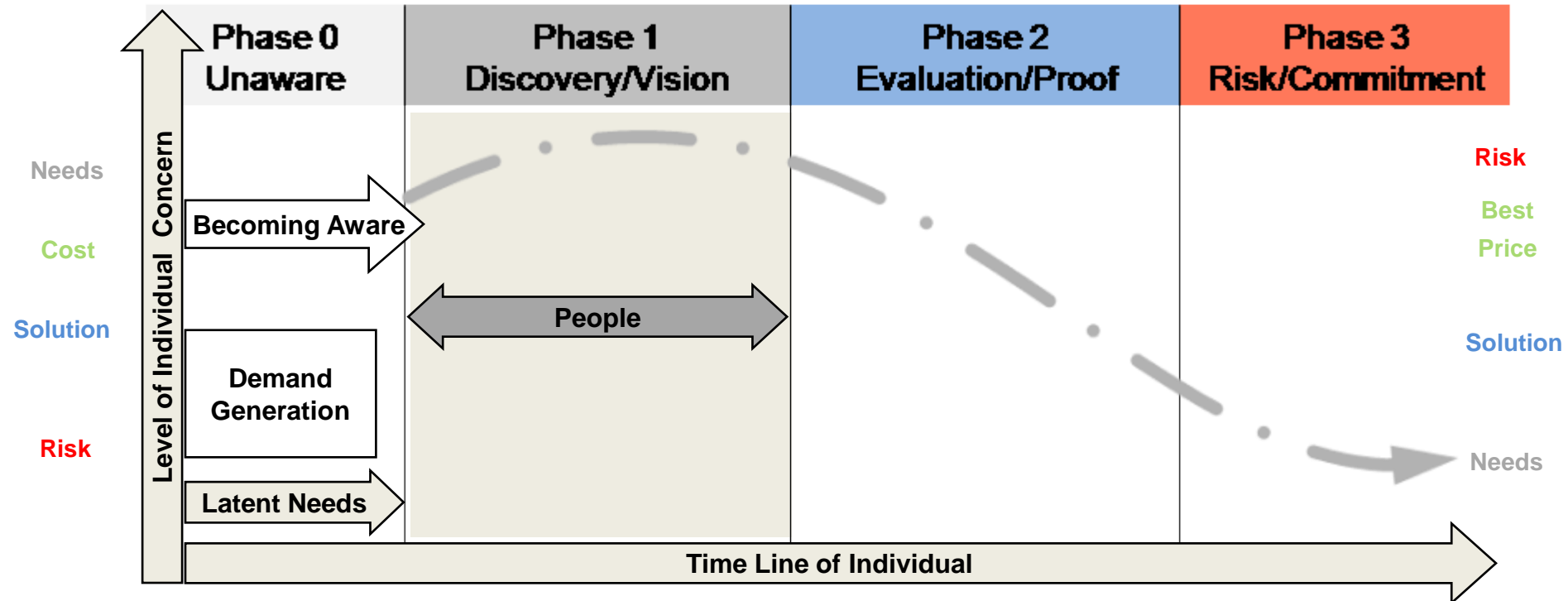
DEMAND GENERATION PROGRAMS:

- Outbound prospecting
- Email campaigns
- Nurturing Programs
- Advertising
- Direct Mail Campaigns
- Referrals

SELF GENERATED:

- Internet Searches
- Trade Show attendance
- Past experiences
- Current Needs arise
- Related Needs drive it
- Blogs, Twitter, Face Book

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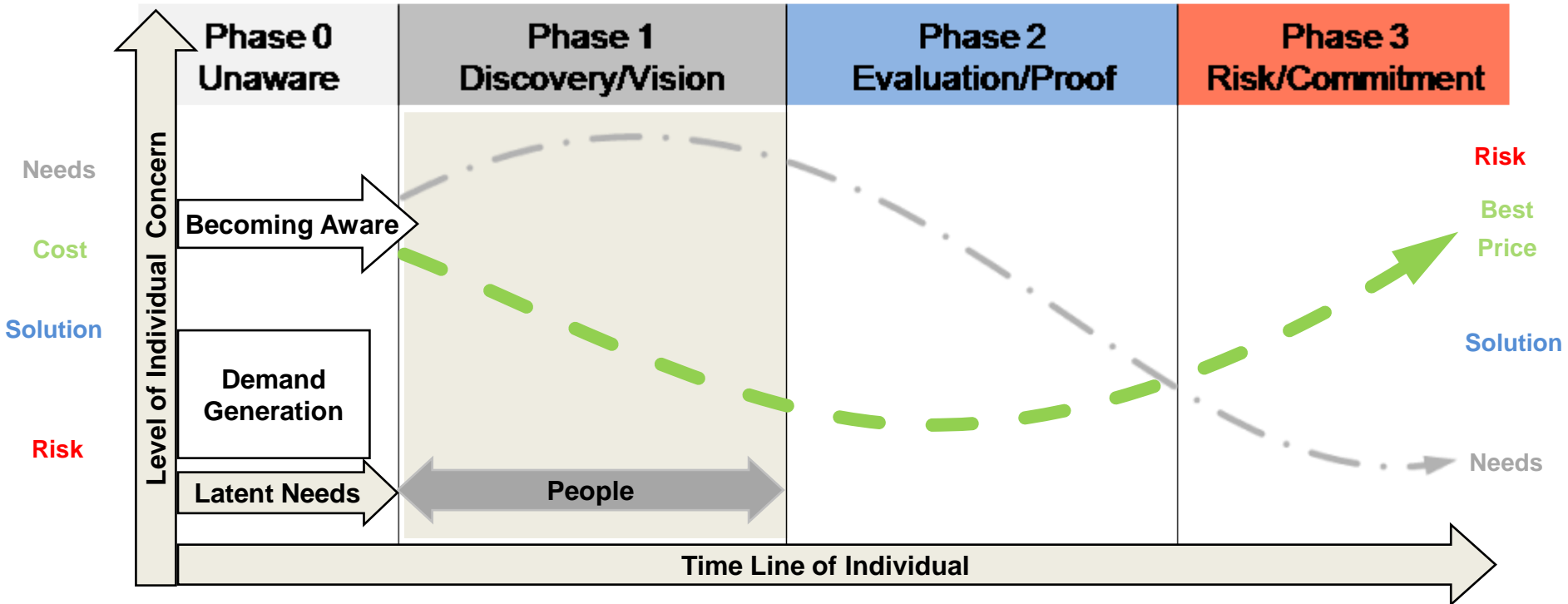
CONCERNS ABOUT NEEDS:

- Determining needs
- Evaluating importance \$
- Understand reasons preventing meeting needs
- Beginning of VALUE recognition
- Review of known Solutions (Internal first, then explore external)
- Contact potential external Solution Providers

CONCERNS ABOUT PEOPLE

- Knowledgeable
- Competent
- Sincere
- Decision on trusting people to reveal information
- Determination regarding people effectiveness
 - Can they help
 - Do they have POWER to get action
- Emotional conclusions will be justified with logic

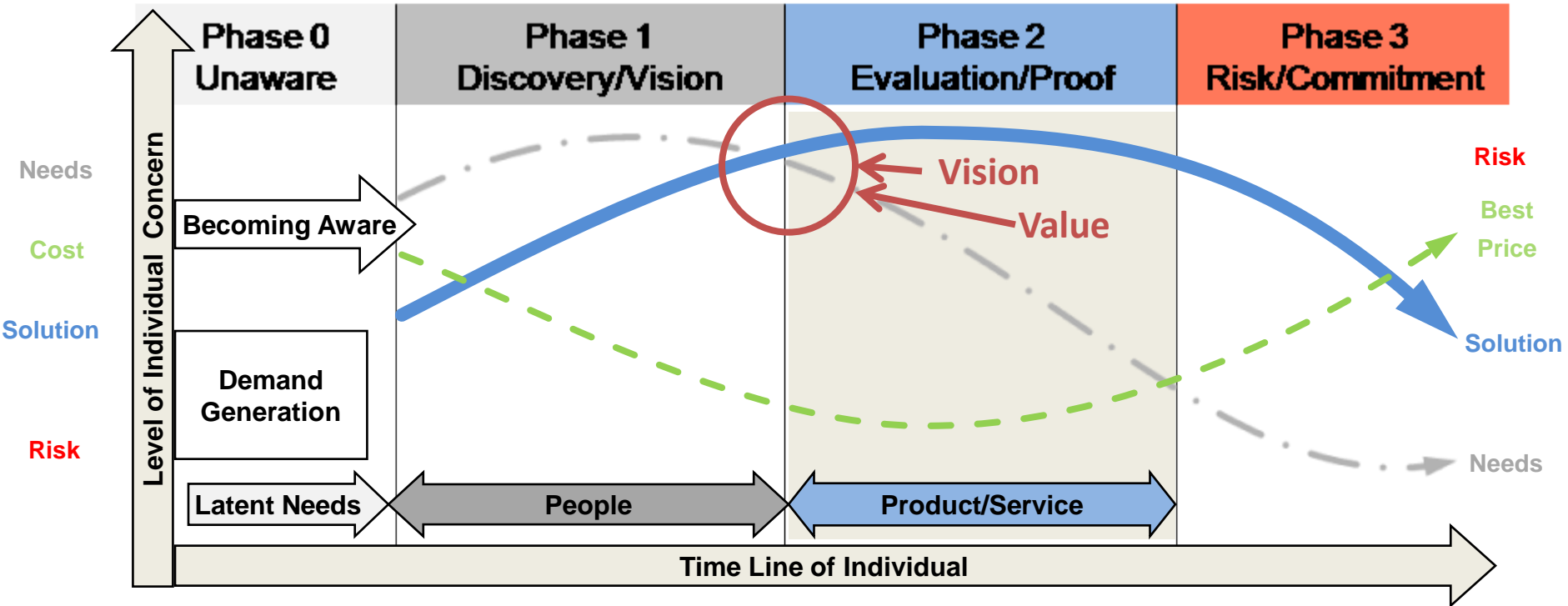
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Concerns about COST/PRICE

- Early thoughts on cost of ANY solution
- May do some price shopping without solution being fully discovered
- Have been taught by sales people to ask about price very early
- Could become a cynic “Knows the price of everything, but the value of nothing”
- If presented with product details early in examination of outside solutions may ask for price
- Delaying of price question is based on conversations with People they meet/talk to
- If they continue to evaluate, then cost is not important, but, later they demand best price

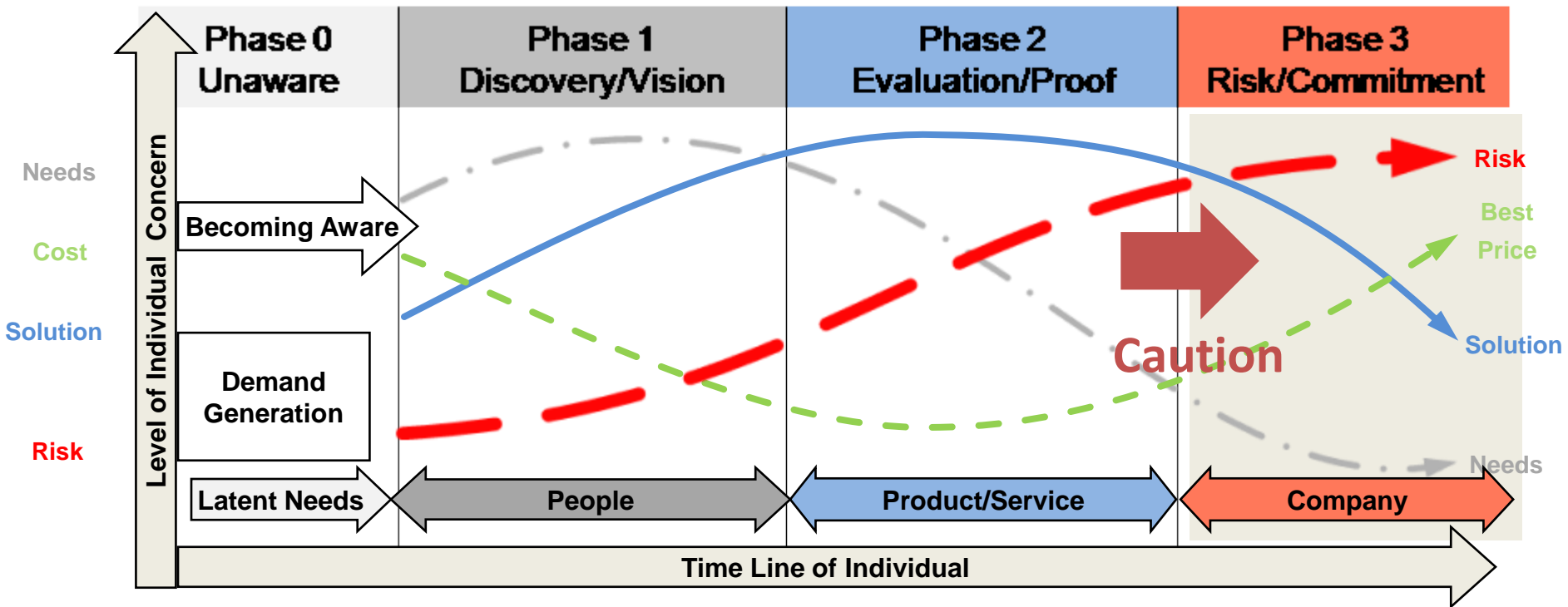
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CONCERNS ABOUT SOLUTIONS (end of Phase I and throughout Phase II)

- First Vendor to have good Discovery/Vision conversations may become standard others are measured by
- Consultative person will help with definition of needs, why they are difficult to meet and HOW they can be met
- Buyer may begin to open up about the cost of doing it the way they do it currently
- After buyer understands current costs they may be willing to discuss savings or changes. This equals VALUE.
- They then need proof they can get it. Product/Service becomes key.
- Proof in Phase 2 may consist of 1. Final pricing 2. References/stories, 3. Contract finalization, 4. SOW, 5. Final Proposal, 6. implementation details

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Concerns about RISK & COMMITMENT:

- Person/buying group assesses risk of solution & company providing the product/service
- Will review with vendor(s) final elements to be proposed
- May want to negotiate final pricing to assure they have the best 'DEAL'
- Getting the best 'DEAL' is human nature
- Buyer may test vendors by false negotiations and fabricating discounts from other vendors

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