

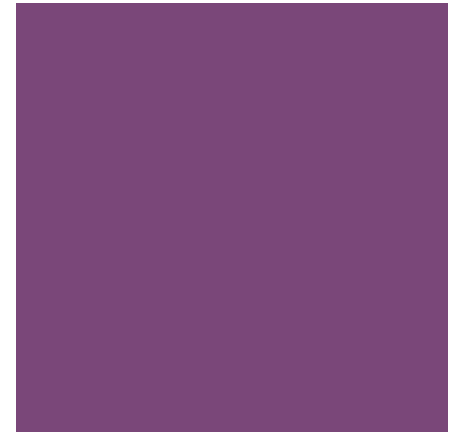
+ Who are you selling to?
→ Dealing with **Buyer Zombies**

+ **Companies** don't make decisions.



People at companies make decisions



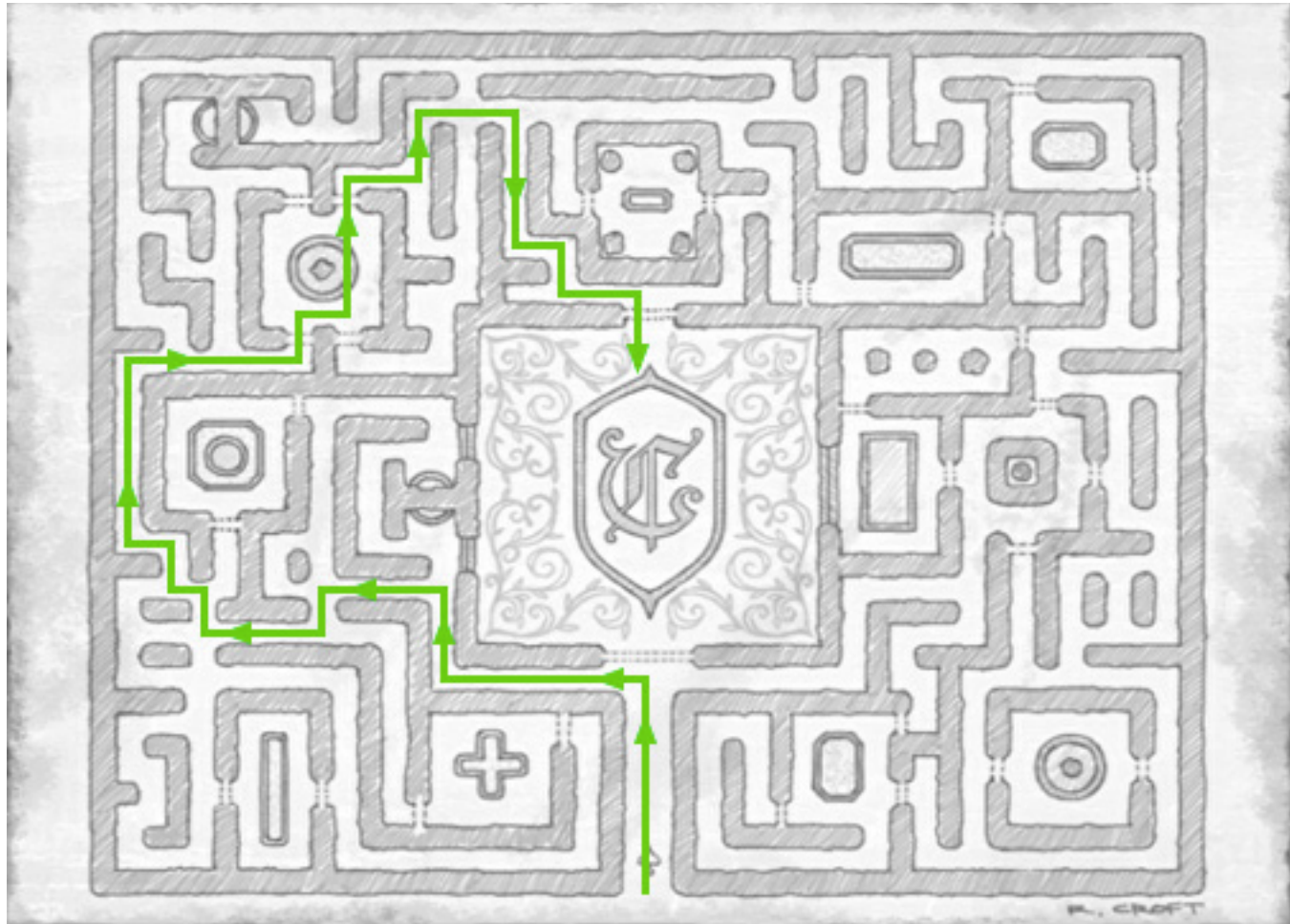


+ WHY IS THIS IMPORTANT?

+ Less of this...



+ More of this...



+ Most buyers are **novices**



+ Beware of the **Buyer Zombies!**



- + **Zombie #1:** The buyer that talks price in the first conversation.



+ **Zombie #2:** "I make the decision on this."



+ **Zombie #3:** "Send me a one-pager and I'll present at the next meeting."

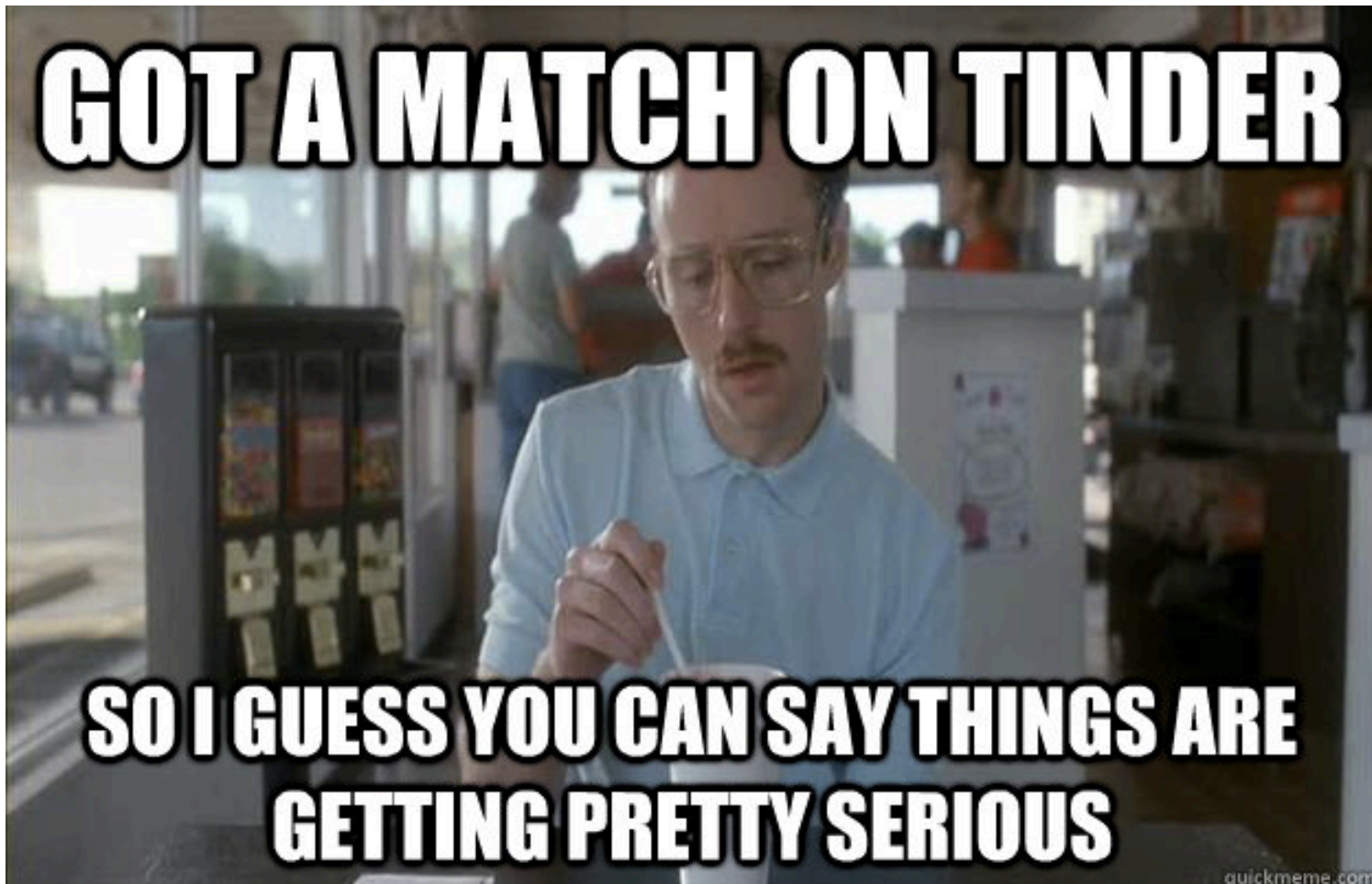




Zombie #4: The job of IT, procurement, & vendor management is to keep **their** job.



- + There is never a shortage of interesting **conversations**.



+ Find the **decision**-maker.



ZOMBIE IDENTIFICATION CHART



HOW TO IDENTIFY A ZOMBIE

SPOTTING A ZOMBIE CAN BE A DIFFICULT TASK. CORPORATE TYPES AND MOST POLITICIANS CAN BE EASILY MISTAKEN FOR THE LIFE-IMPAIRED. CAUTION AND COMMON SENSE ARE ALWAYS THE RULE WHEN A NON LIFE-IMPAIRED CITIZEN ATTEMPTS TO: A.) IDENTIFY, AND B.) DESTROY A ZOMBIE. THE FOLLOWING IS A LIST OF THINGS TO LOOK FOR WHEN PRESENCE OF THE LIFE-IMPAIRED IS SUSPECT:

- ➡ **DISHEVELED APPEARANCE**
- ➡ **UNRESPONSIVE TO COMMUNICATION**
- ➡ **PALE, OFTEN CLAMMY OR DECOMPOSING SKIN**
- ➡ **NO CONCEPT OF PERSONAL BOUNDARIES**
- ➡ **MOTIVATION TO EAT THE BRAINS OF THE LIVING**



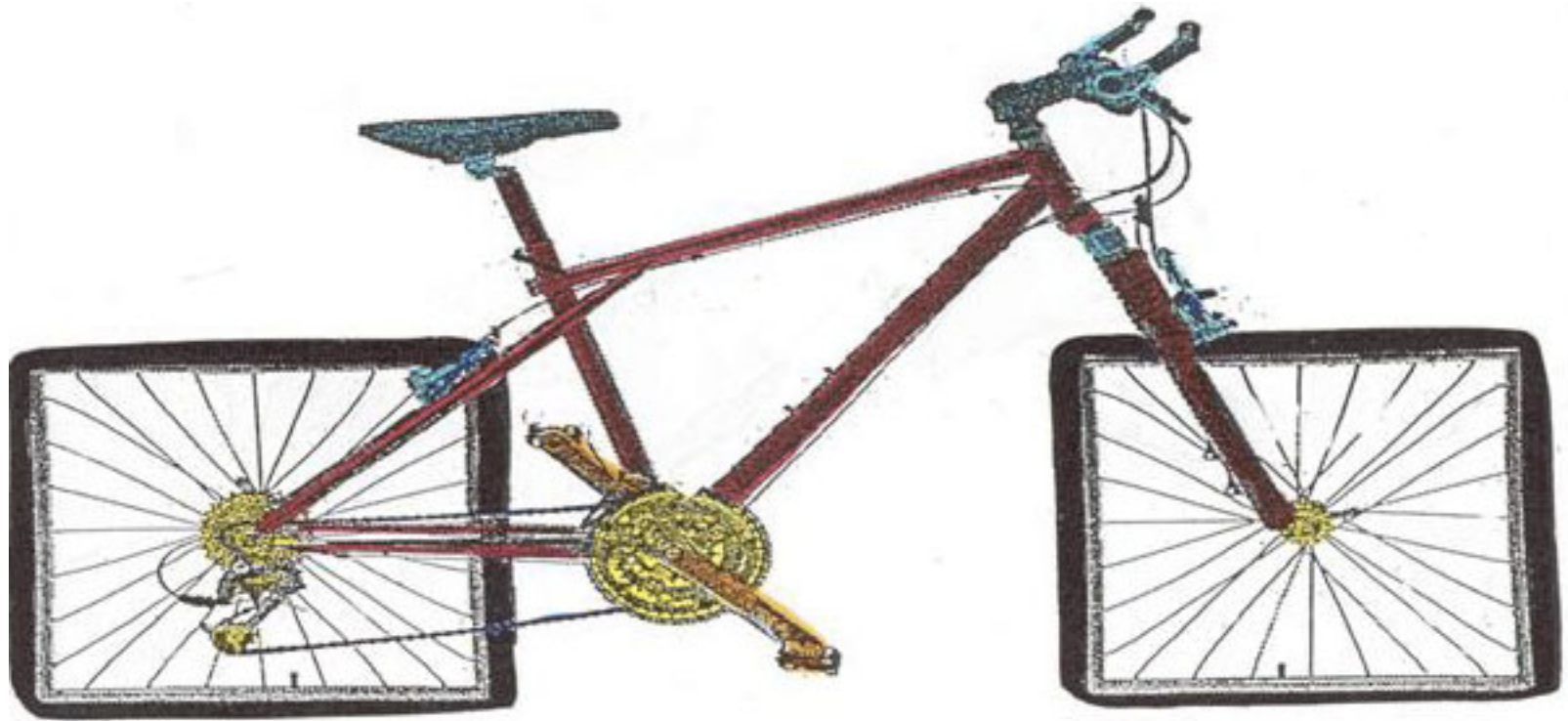
+ “How **long** has this been a problem?”



+ “How **urgent** is this problem?”



+ “How have you **tried** to solve this problem so far?”



+ “How have decisions like this been made in the **past**?”



+ “Who **else** in your company is usually involved with these kinds of decisions?”



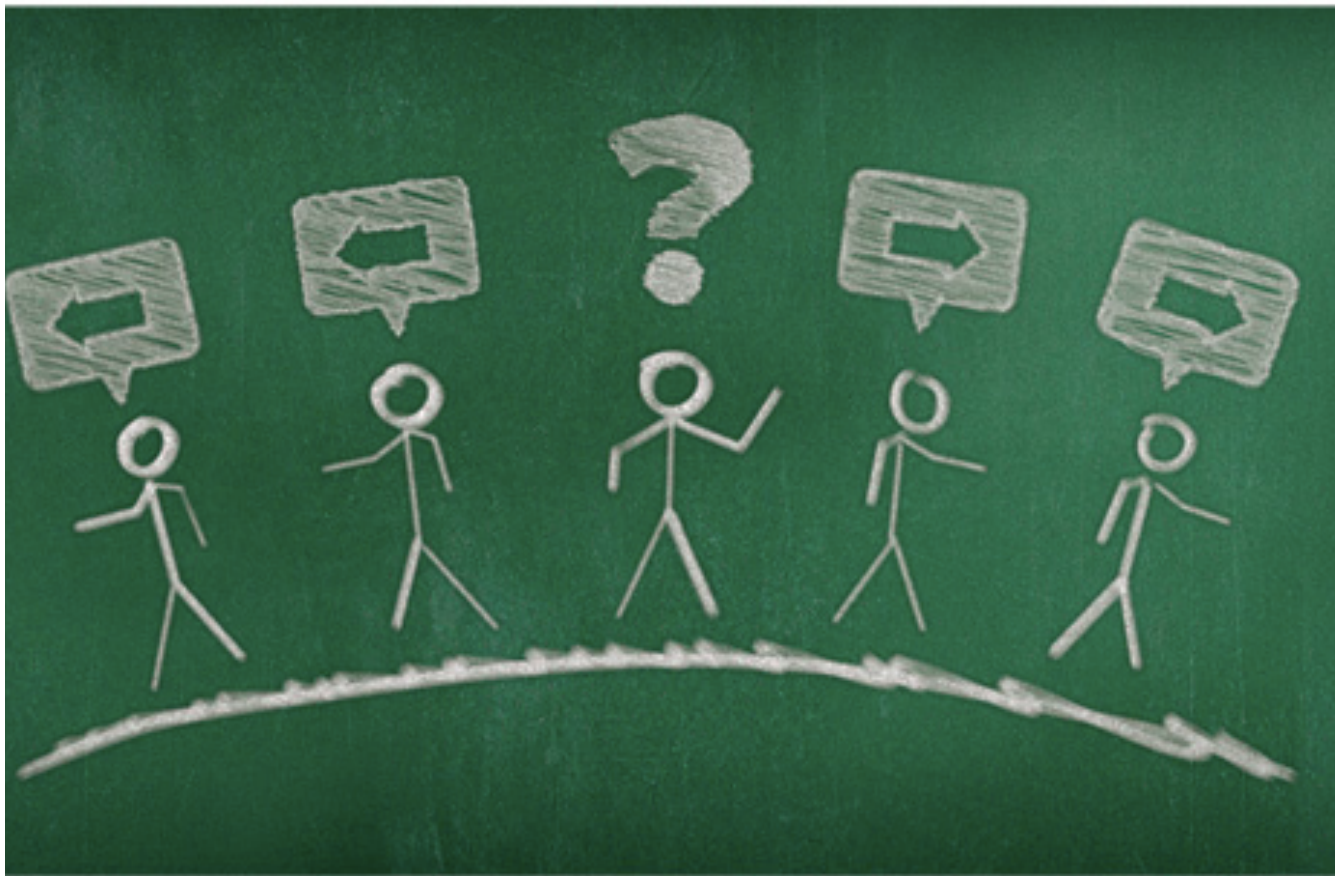
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+ Now what?





Level Up⁺



Laura Monroe

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Previous Inman News, Creative Agent Solution
Tri-Valley Realty
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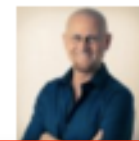
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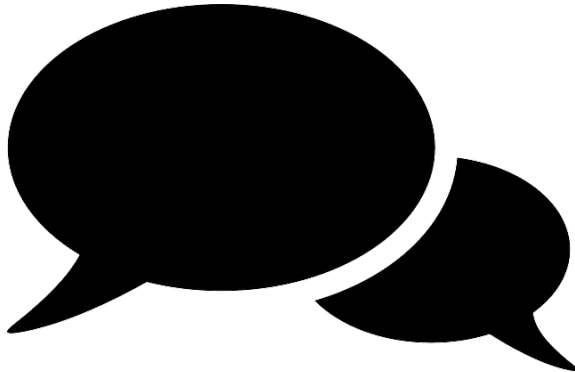
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