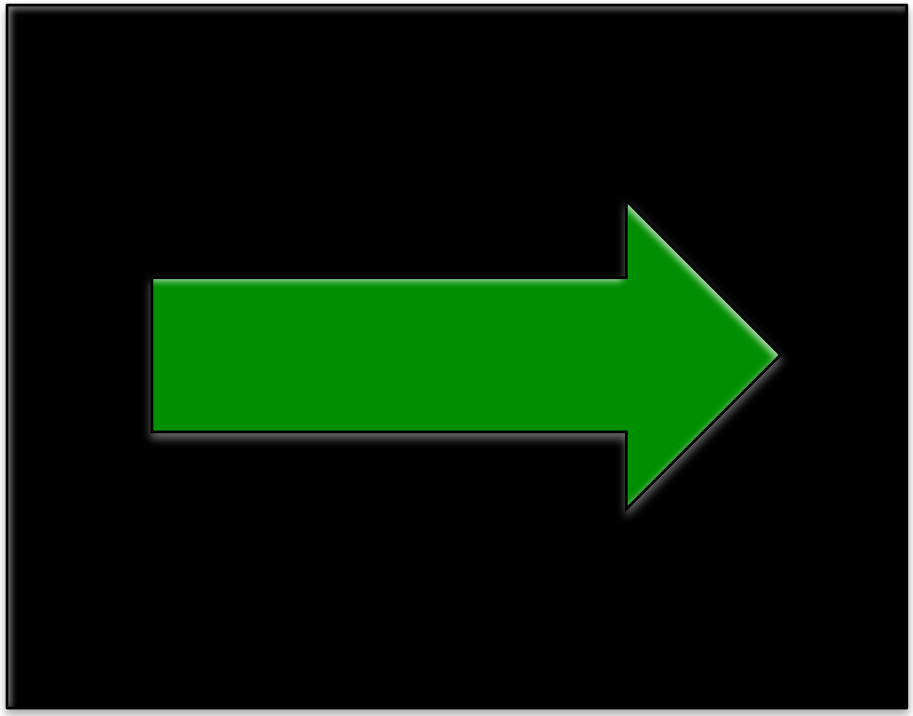
Who are you selling to?

→ Buyer Types



Buyer Types

Buyer Types

User Buyer

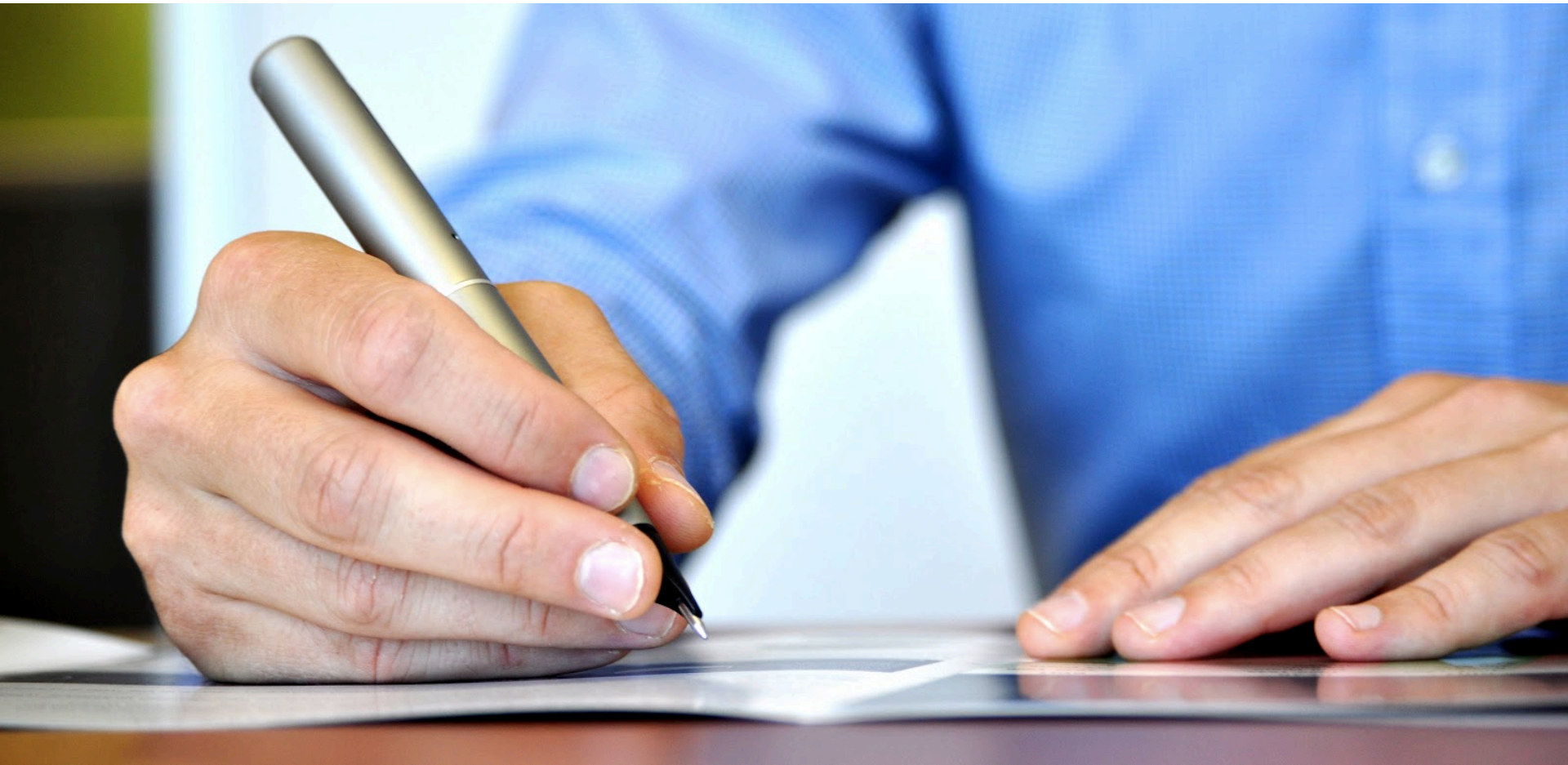
Technical Buyer

Economic Buyer

Product Champion

User Buyer

Economic Buyer



Technical Buyer

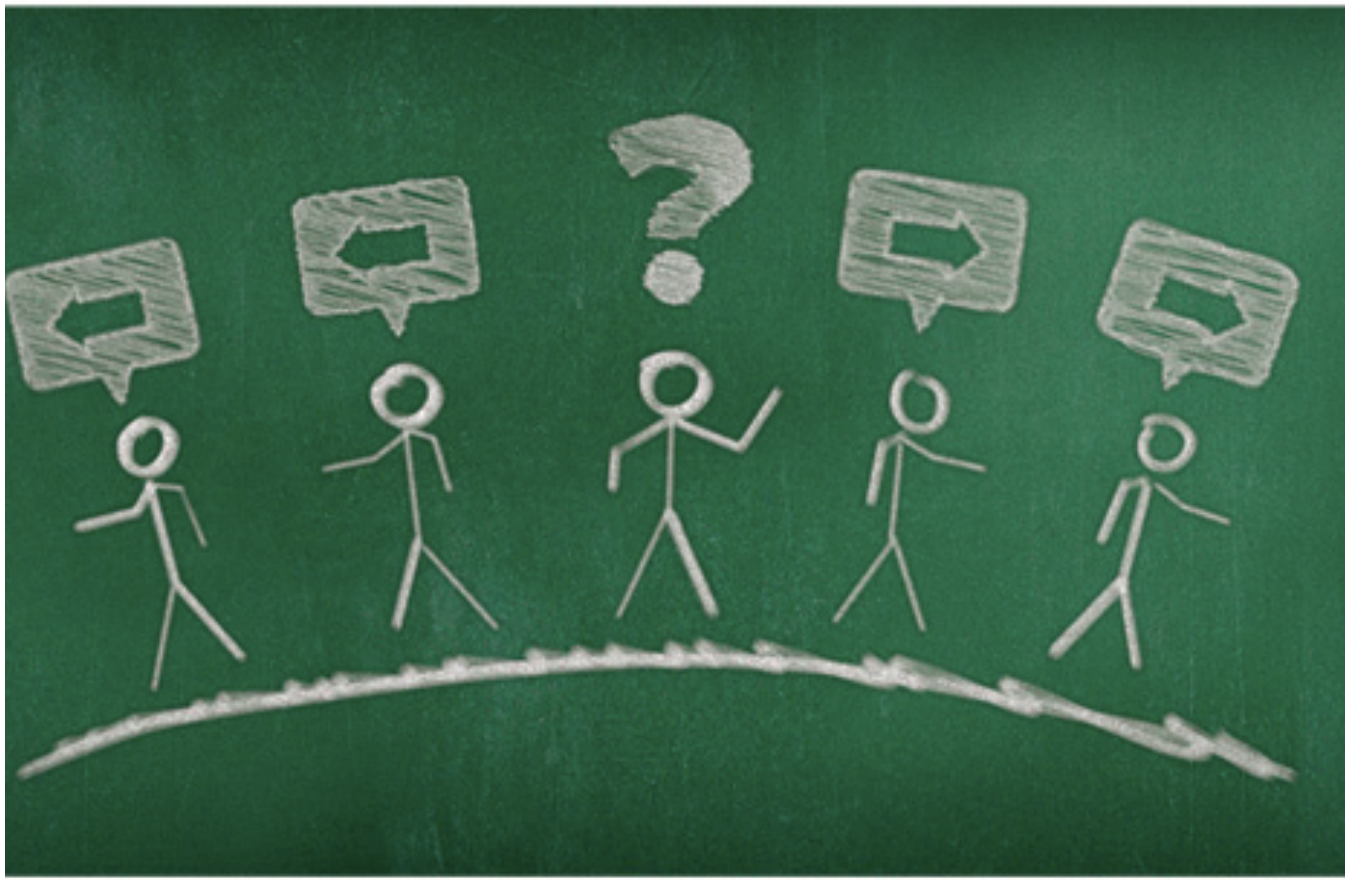
Product Champion

User Buyer

Technical Buyer

Economic Buyer

Product Champion



Now what?

THE TOOLS YOU NEED

Buyer Analysis Worksheet

Then…

User Buyer

Technical Buyer

Economic Buyer

Product Champion