

+ Who are you selling to?  
→ Buyer Types



# Scott Sambucci, Founder & Chief Sales Geek

[www.salesqualia.com](http://www.salesqualia.com)

(415) 596 0804

[scott@salesqualia.com](mailto:scott@salesqualia.com)

[www.linkedin.com/in/scottsambucci](http://www.linkedin.com/in/scottsambucci)

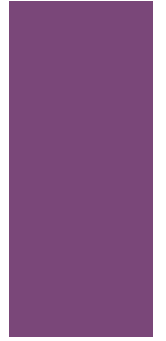
[@scottsambucci](#)



Buyer Types



# + Buyer Types





## USER BUYER



## TECHNICAL BUYER



## ECONOMIC BUYER



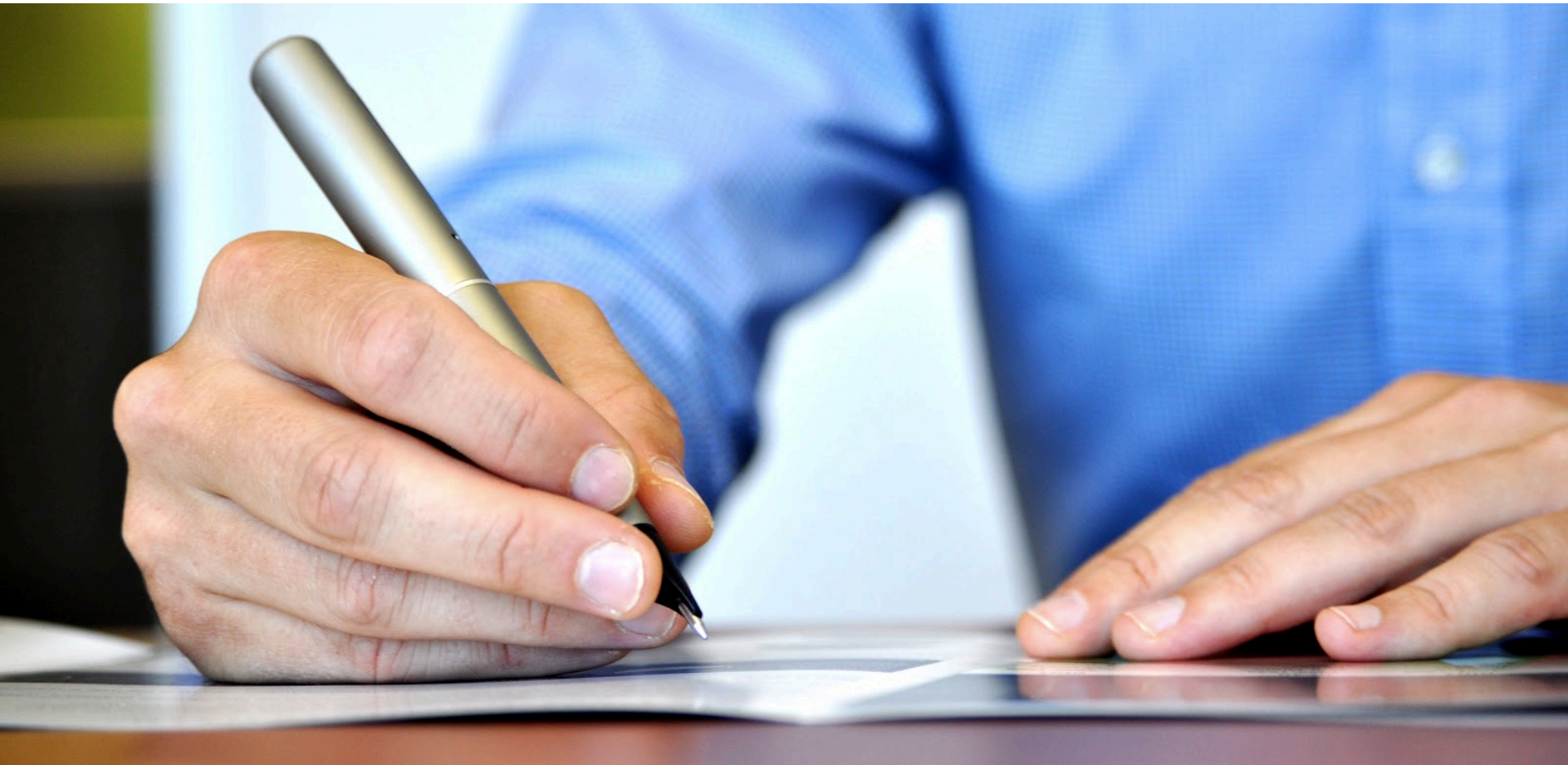
## PRODUCT CHAMPION



# + User Buyer



# + Economic Buyer



# + Technical Buyer





# + Product Champion

**YOU**





## USER BUYER



## TECHNICAL BUYER

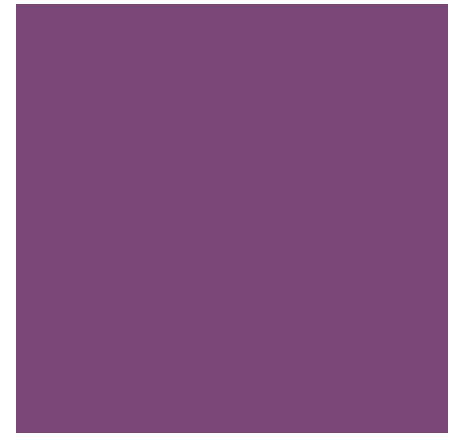
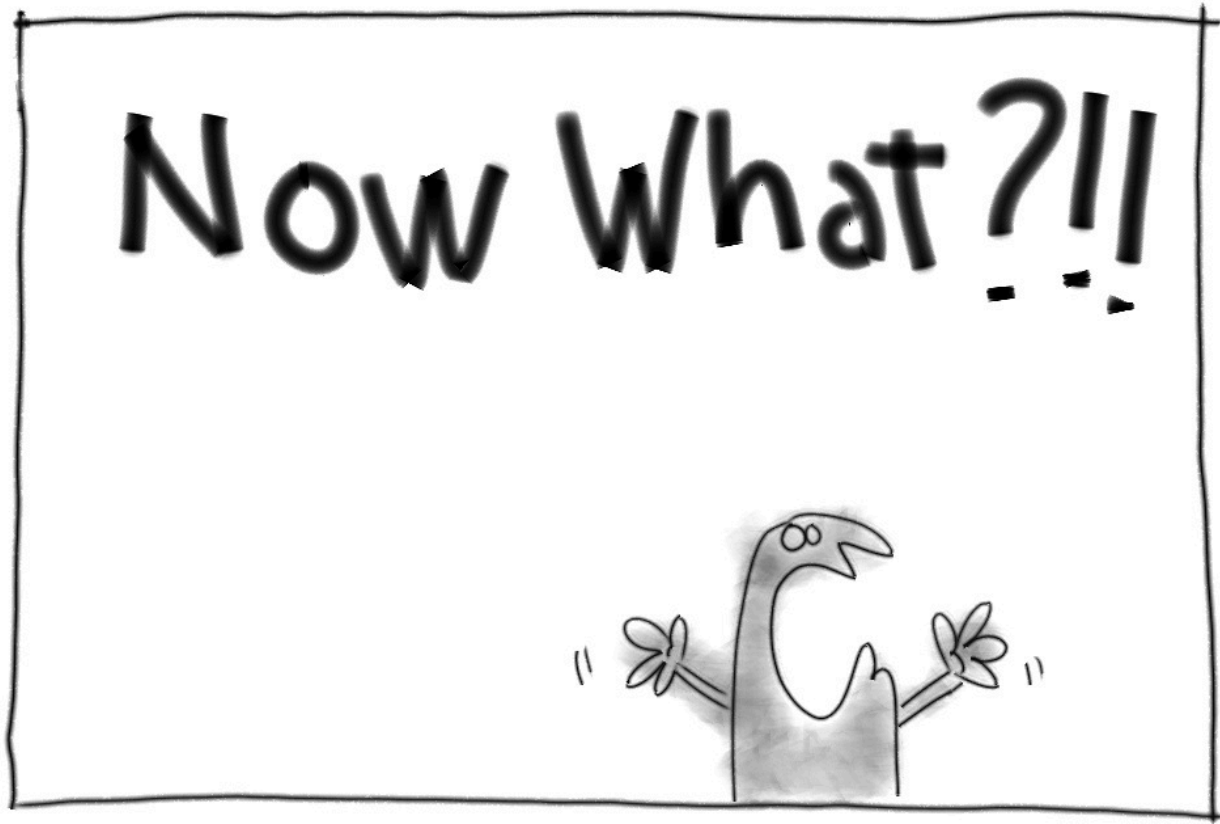


## ECONOMIC BUYER



## PRODUCT CHAMPION





+ What to do next...





+ Then...

