

# Buyer Contact Profile



Name

Title

Reports To

Role

*Formal or Informal*

*High level or detailed*

*Buying Power*

## *Planned Business Questions*

1.

2.

3.

## *Responses*

1.

2.

3.

## *Their Challenges*

## Buyer Contact Profile



*Objections*

*Responses*

*Criteria*

*Concerns*

*Change - Gain or Pain*

*Buying Process*

## Buyer Contact Profile



Insights to Provide

Notes

Step

Complete By

### **Index:**

**Business questions** - The optimum number of questions to ask a contact is 4, not questions that you should know the answers to from your research. Questions that get the contacts to think

**Challenges** - What are the contacts business challenges that relate to the opportunity?

**Objections** - Use clarifying questions to an objection before answering. Track the details of the objection and your response.

**Criteria** - Each member of the buyer group will have criteria that they will judge you on for their input, recommendation or decision. Understand what's important to them

**Concerns** - Each member of the buyer group will also have their own concerns around their input, recommendation or decision. Explore their concerns so that you can manage them better.

**Change** - Selling involves change management. Each contact will either gain or suffer pain from change. Understand the impact on them so that you can try and manage the consequences better.

**Buying process** - What are their responsibilities and for what parts of the buying process?

**Insights** - What useful insights can you provide to this contact that will guide, help and advise them through the buying process stage. Do not bombard them with information that has no relevance to the immediate task in hand.

**Steps** - What next steps do you need to take to improve your position with and help this contact?