

Sales Process Engineering: Understanding Buyer Behaviour



Overview

A qualitative research system to enable you to understand buyer behaviour - to identify exactly what customers want from your product or service category, and what you have to do to meet their needs consistently and then convince them to buy your solution.

For most companies, buyer behaviour is an opaque process: few vendors really understand how decisions are made, by whom and for what reasons during the course of the “buyer’s journey”.

There is a reliance on sales information that is partial and incomplete because it rarely addresses how the customer’s need originated, and how you can influence the process from the earliest stage, to secure competitive advantage.

The Buyer’s Journey

Research will enable you to understand the “buyer’s journey” – the process through which the buyer moves:-

- First, customers have no problem;
- then, they do;
- then, they decide they want a solution – the tipping point;
- then, they choose between options;
- and finally, they make the purchase to receive the benefits.

Key benefits

- Win real competitive advantage by understanding how purchasing decisions are made for your product/service category
- Integrate your sales and marketing activity based on a verified model of the “buyer’s journey”
- Identify exactly what you need to do to influence the buyer
- Minimise budgetary waste: measure the effect of every sales and marketing activity

Service Overview

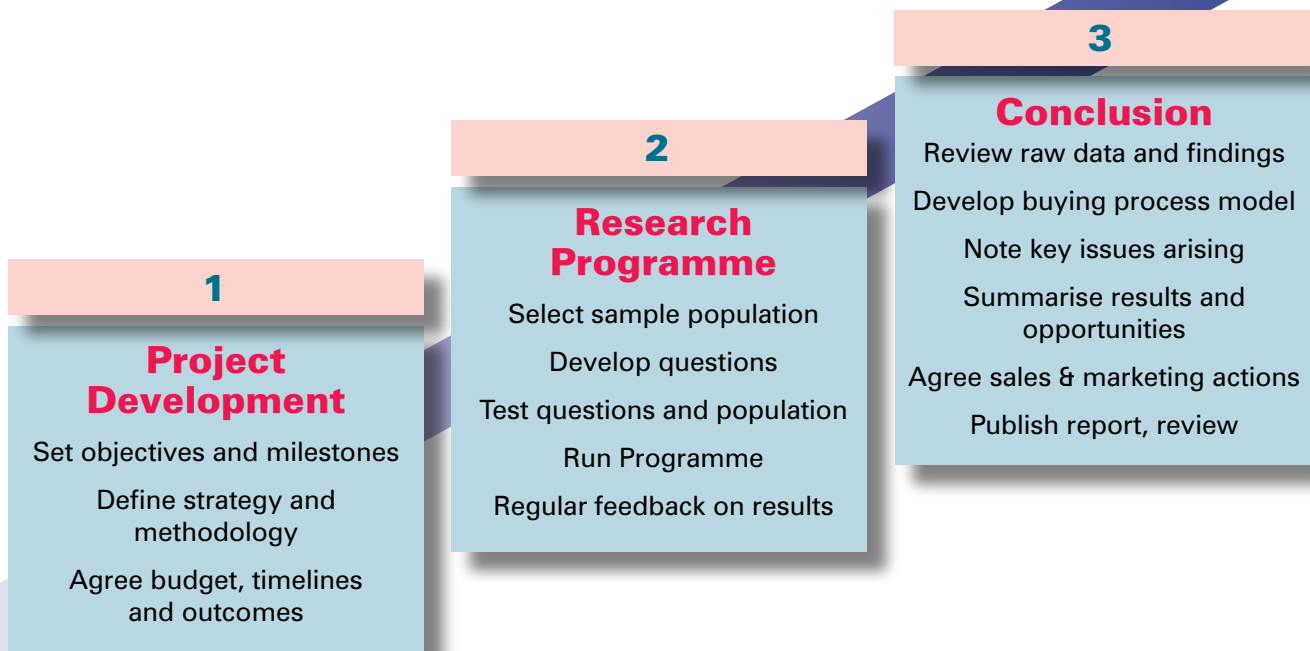
Qualitative research by phone interview of a core sample of your active and potential customers to identify how they make buying decisions. We design the research programme and questionnaire in association with your sales and marketing teams, so the results meet their needs for practical information on customer behaviour that can be used immediately.

The key deliverable: a verified model of how your customers buy and the core issues that influence that decision – including the critical ‘tipping point’ when they want to buy a solution.

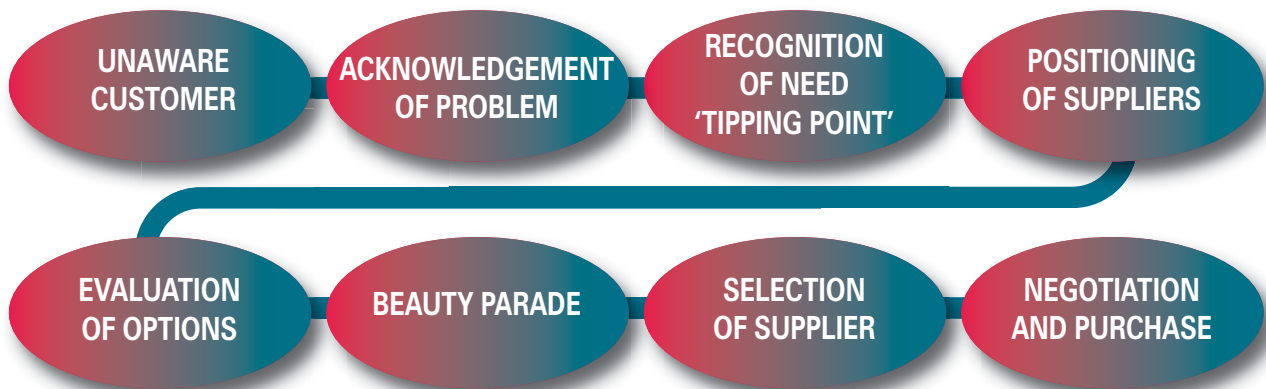
Successful deployments

Sales Process Engineering has been deployed in medium and large-scale organisations and has provided significant benefits for sales and marketing performance. Case studies on request.

Understanding Buyer Behaviour: Project Plan



Buyer Behaviour: Sample Model



Sales Process Engineering

Sales Process Engineering is a planning system that offers directors the transparency, metrics and full integration of their sales and marketing processes and systems to optimise performance and ROI (Return on Investment) on all related activities.

The sales process is engineered to match precisely a verified model of customer buying behaviour for the category. All activity - from market and account planning, through to closing the sale and customer retention - is aligned to meet customer needs for communication and service, with consistent progression of each sale to a successful close.

**SALES PROCESS
ENGINEERING**



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