

Assessing the decision influencers

Buying Influences

Guide - Acts as guide for the sale.

Beneficiary - Makes judgements about impact on job performance.

Filter - Screens out vendors.

Sanction - Gives final approval.

Buyer Response Mode

Receptive – Ready to say yes to somebody.

Pressured – Problems to overcome, won't necessarily admit it.

Complacent – Doesn't see the gap between today's situation and required result.

Arrogant – "Things have never been better".

RATINGS

<i>Support</i>	
+5 Enthusiastic Advocate +4 Strongly Supportive +3 Supportive +2 Interested +1 Will go along	-1 Probably won't resist -2 Uninterested -3 Mildly Negative -4 Strong for competition -5 Antagonistic anti-sponsor
<i>Influence</i>	
0-2 Junior management – no involvement 2-4 Junior management - dialogue participant 4-6 Middle management – budget influence 6-8 Senior management – Budget control Executive level – budget setter	