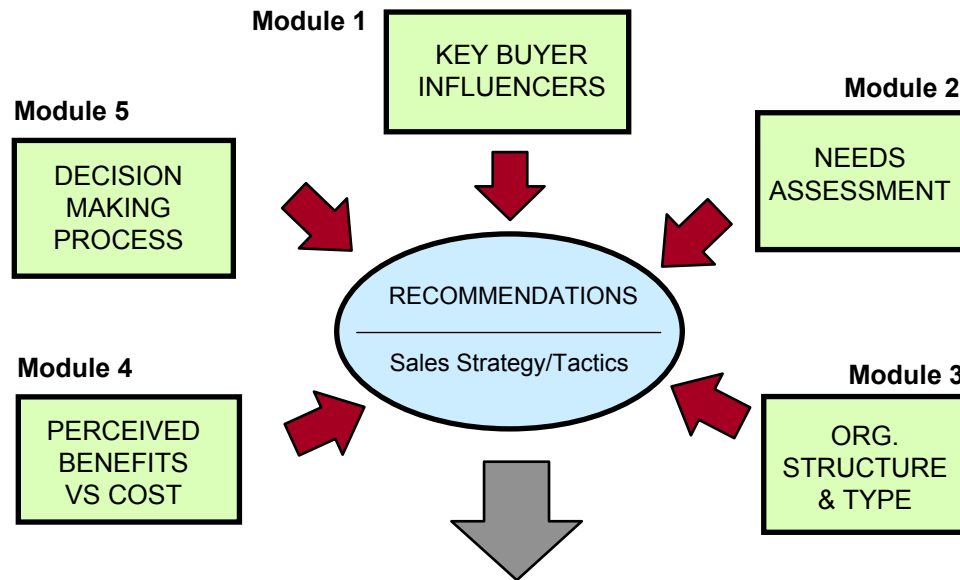


# Consulting & Research Solutions

## DECISION-MAKING PROCESS ASSESSMENT



The Decision Influencers				
	Need identification	Need evaluation	Vendor shortlist	Vendor selection
CEO	-			
CFO / Finance	-			
CIO / IT Dept	<b>MED</b>			
HR	-			
Procurement	<b>LOW</b>			
User Depts	<b>MED</b>			

- Deliverables**
1. Analysis of the relative **buying influences** within the organisation: **Economic Buyer / End User / Technical Buyer / Coach**
  2. **Key Buyer perceptions** of the solution, and related business issues.
  3. The **decision process** within the organisation for purchasing the solution.
  4. **Needs assessment** of organisations relative to the solution.
  5. **Cost and benefits assessment** of the buying strategy at the corporate and individual decision maker level.
  6. The **characteristics of organisations** that are most receptive to the solution.
  7. **Recommendations** on the optimal sales and marketing tactics.