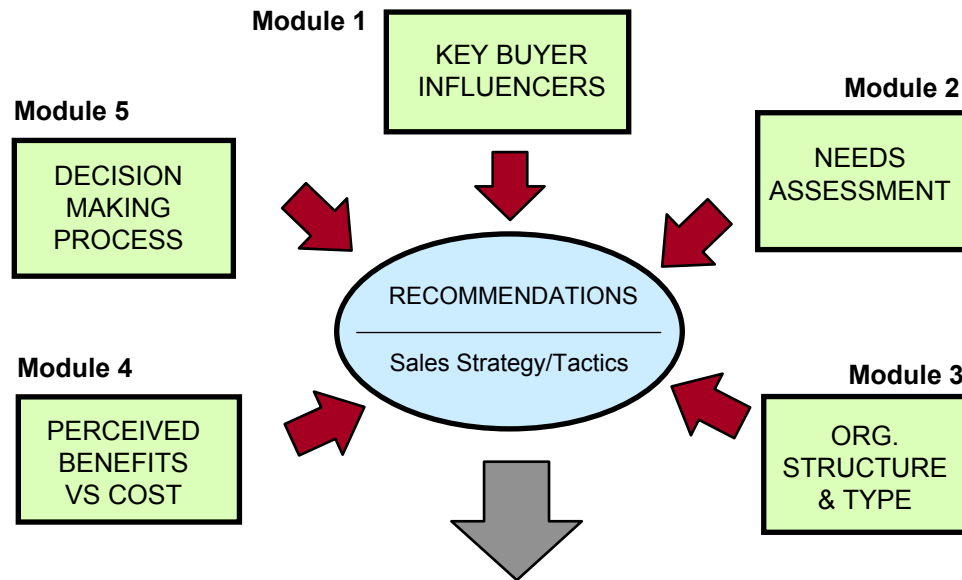


Consulting & Research Solutions

DECISION-MAKING PROCESS ASSESSMENT



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

- 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.