Buyer's Matrix Guide

This info is excerpted from Agile Selling, Jill Konrath's new book. It's the foundation for every other strategy she shares. It's that essential. Get started on it now – and then get the book.

Decisions are made by people, not organizations. The more you know about what makes them tick, the better off you'll be. It's actually more important than info on your product and service, yet most sellers spend very little time educating salespeople on this crucial topic.

Start by finding out who makes decisions for your offering. For example, is it the chief marketing officer, VP of communications or the trade show director? Or, are they all three part of a decision-making team?

Once you nail down the positions, you need to gain insights into their world. Specifically, it's imperative for you to understand their roles and responsibilities, objectives, motivations, status quo and challenges.

This essential info helps you:

- Craft customer-enticing messages.
- Plan engaging meetings focused on what really matters to them.
- Help people make the right decision for their business.
- Differentiate yourself from competitors.

To help you get the knowledge you need, I've created a Buyer's Matrix. This tool is used in all my workshops.

Participants work in teams to fill one out for each of their primary decision makers. Usually we focus in on the three main ones they deal with on an everyday basis.

It can be a real challenge to complete this Buyer's Matrix. You may have to interview multiple people in your organization to get the complete picture. Consider talking to your leadership team, colleagues, marketing or any customer-interfacing people.

Another great resource is LinkedIn's advanced search capability. Start by entering in one of the job titles. When names pop up, read people's summary and job descriptions to learn more about their roles, responsibilities, accomplishments and initiatives.

Finally, you can ask your prospects themselves. If they feel that you're truly focused on helping them achieve their objectives, they'll willingly share this info. Don't be afraid you'll look dumb by asking. Instead, be curious. People recognize genuine interest when they see it.

So dig in now – and get started. Then, get to work on your value proposition, your messaging and sales conversations. What you learn from doing this exercise will make you so much more effective.

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Please note: This is not a worksheet for a particular buyer you're dealing with. It's about a typical person who's in a position to make a decision on your product or services. You'll still need to verify this info with your contact – and find out how their situation is similar or different.

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