

Buying and Decision Process

WHO **ARE** MY CLIENTS?



BUYING PROCESS



<p>MOTIVATION: Describe your Ideal Client's Internal Factors.</p>	<p>PROBLEM: Explain challenge caused by the Internal Factors.</p>	<p>SOLUTIONS: Demonstrate how your product or service resolves the problem.</p> <p>FACTORS: Describe the External Factors your Ideal Client must meet in order to be able to purchase your product or service.</p>
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DECISION PROCESS



70% EMOTIONAL

30% RATIONAL