

# Buyers vs. Customers

J. Jia

11.21.2017

For Alan Leong

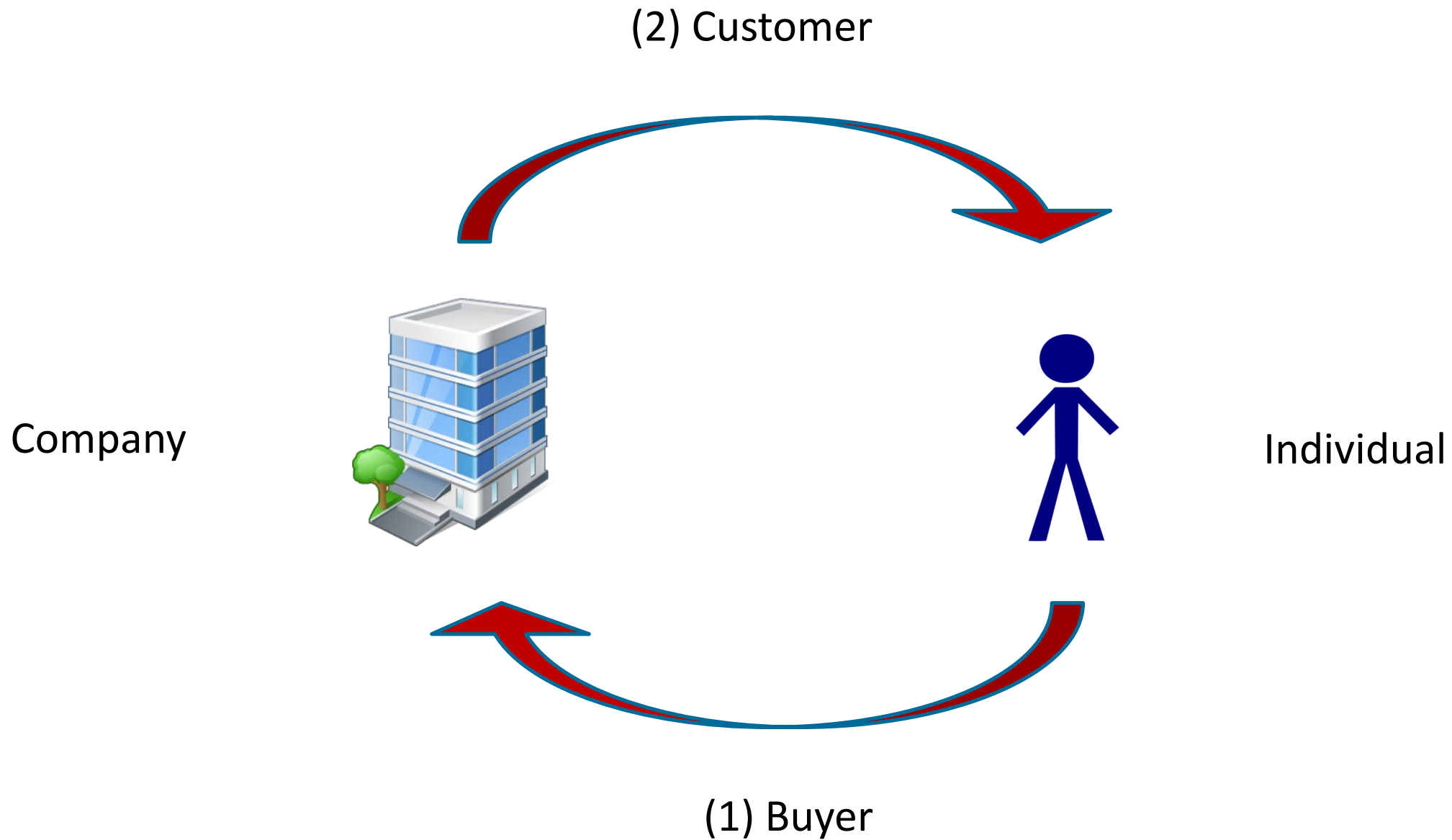
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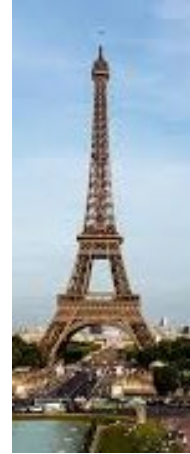
**Last Edit: April 14, 2019**



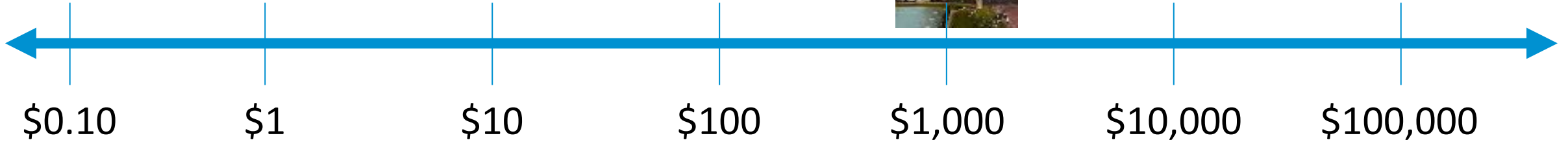
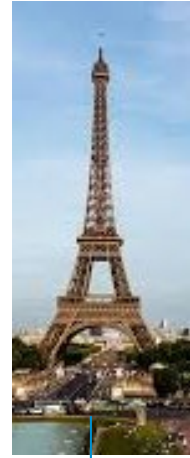
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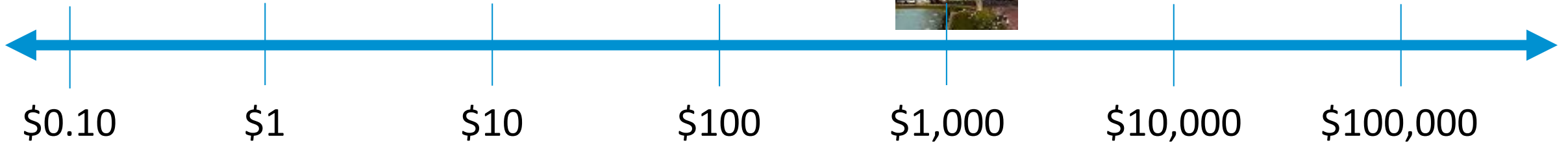
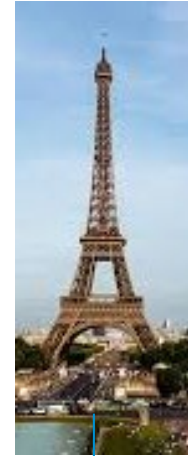
# What are your buying *decision factors*?



# What is your buying *interaction*?



# What is your buying *relationship*?



Transactional Sales

People-based Sales



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LISA HJÖRTEN

A black and white portrait of Lisa Hjörten, a woman with long blonde hair, smiling.

# Some Definitions

**A Customer:** a person who is cutting a check (as an individual or representing a corporation).

**The Value Proposition:** Why the dollar in the customer's pocket is worth more in my pocket.

**The Sale:** A financial transaction that permits me to serve my customer.

# What are your *customer's* decision factors?

(Why did you buy this?)



# FEATURE

- What *I* say the product is

Tall (12 oz)

Coffee

Milk

Caffeine

Medium Roast

Hot

Paper Cup



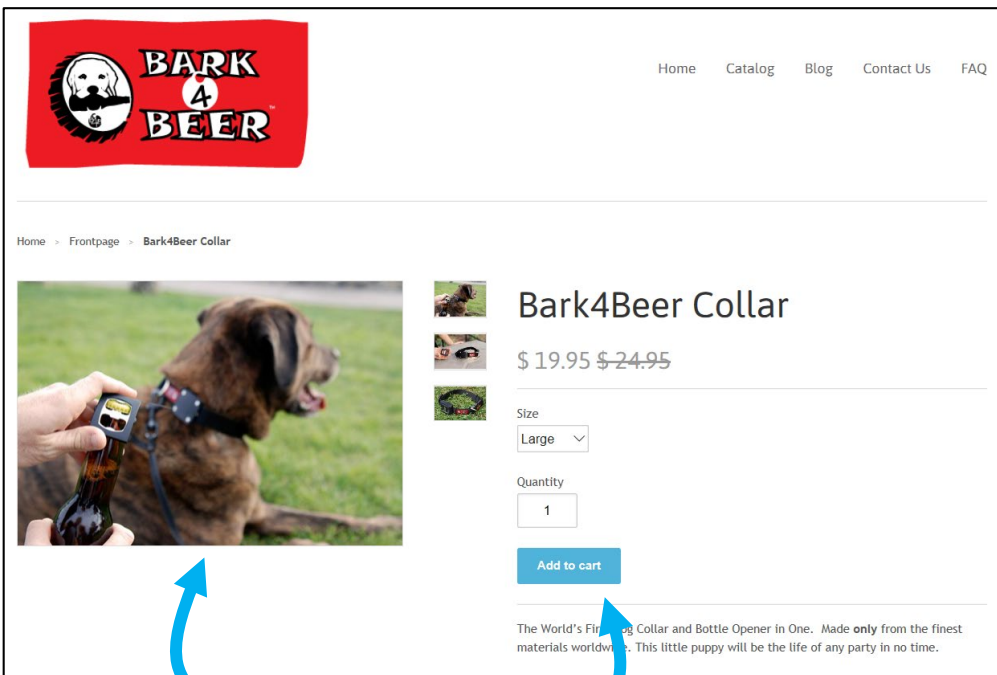
# BENEFIT

- What *my customers* believe the product delivered



# What are your *customer's* interactions?

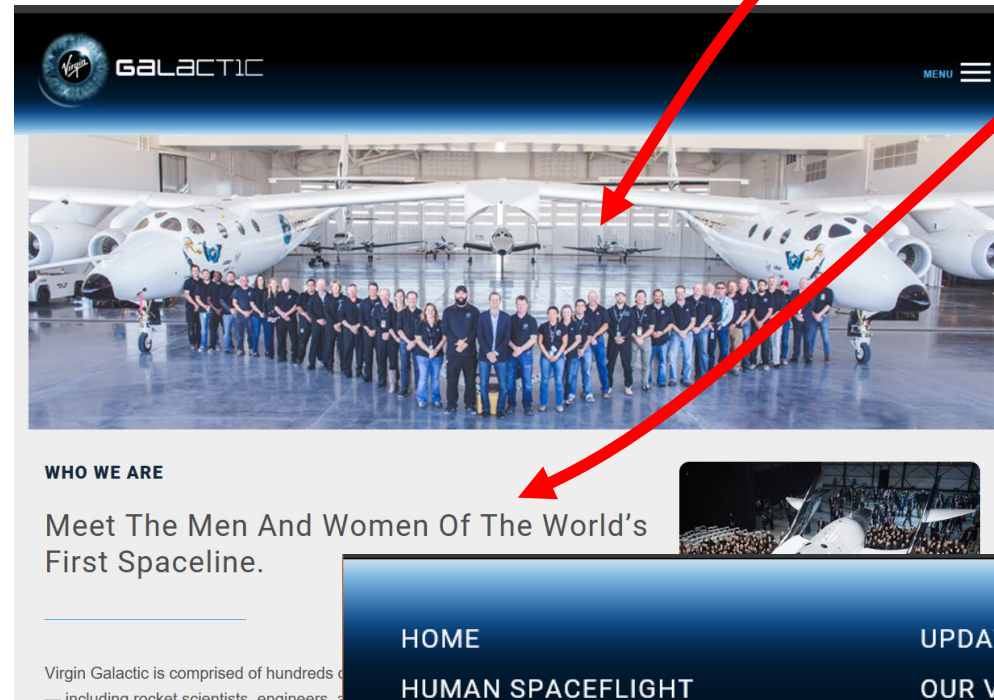
\$19.95



(1) This is the product

(2) Buy now!

\$250,000



(1)  
People

(2)  
Dreams

(3)  
I have to hunt  
in order to  
buy!

# What are your *customer's* relationship?

A cookstove for a single family?

A \$1 sale and  
relationship with 1,000,000 people



A million cookstoves for the Gates Foundation?

a \$1,000,000 sale and  
relationship with 1 entity



## Talk to a customer to:

- Figure out the benefit the customer receives.
- Test how much the customer is willing to part with for the benefit.
- Develop the relationship the customer wants with you.