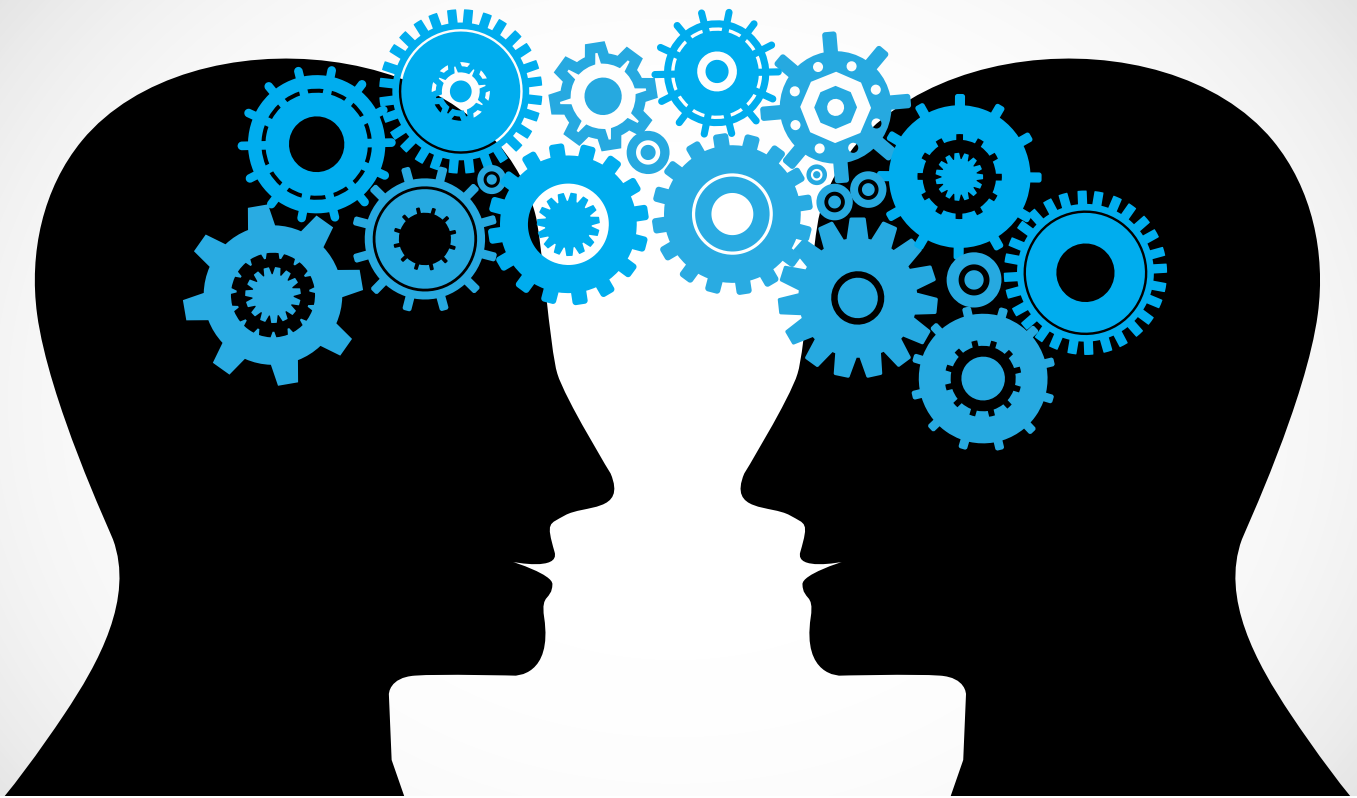


The Buyer Intelligence Program

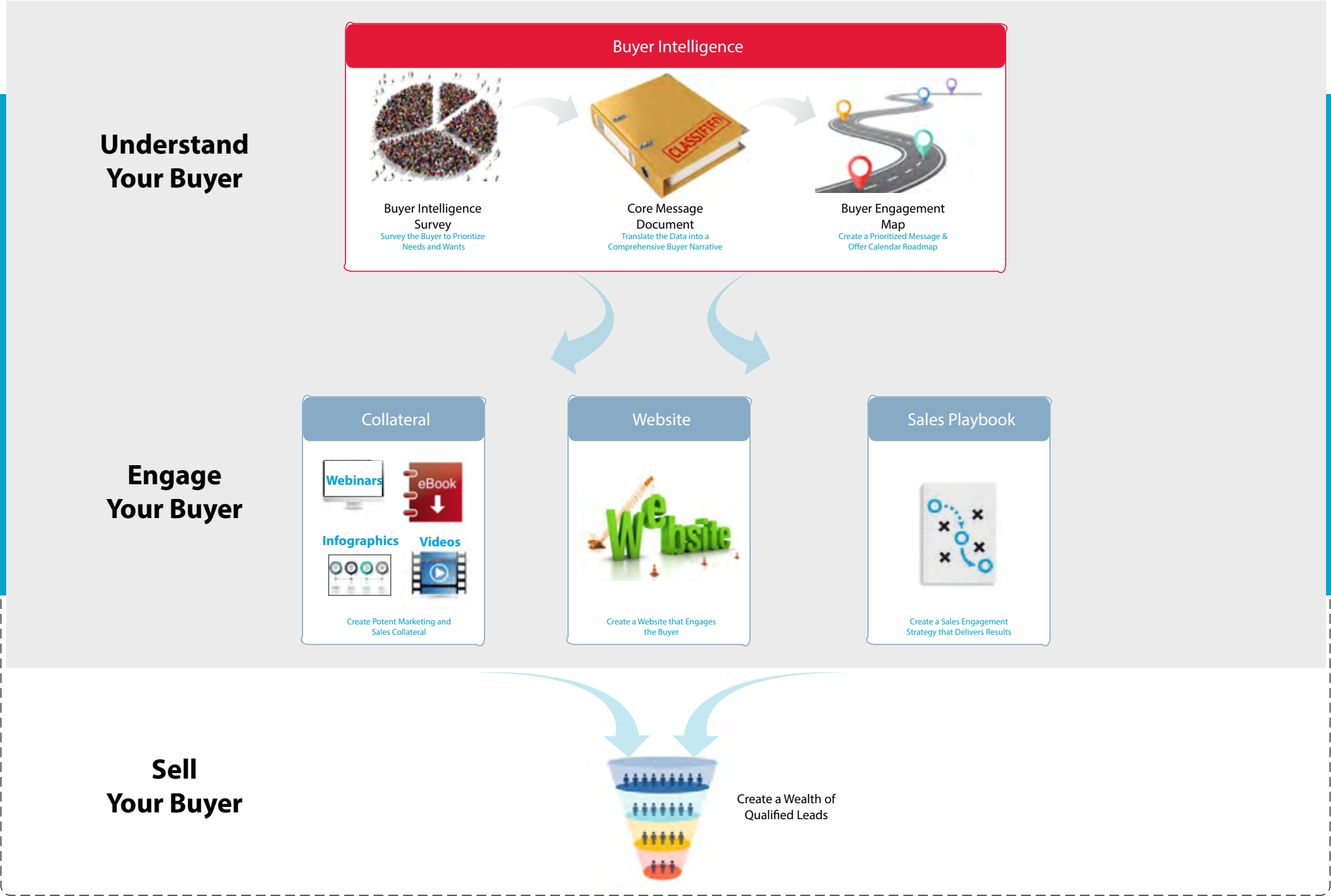


Your Key to Winning Your Target Markets

Buyer Intelligence radically improves your engagement with your target audience and enables your certainty to win your target markets. You validate your messaging, positioning and offers with your Buyer and eliminate expensive guesswork. This insight eliminates friction with your Buyer and accelerates your sales cycle.

Revenue Acceleration Experts for
Business-to-Business (B2B) Companies

The Buyer Intelligence Program



1. Understand Your Buyer

Construct the 5 Part Buyer Intelligence Survey with the Management Team

- Demographics – who are we surveying so that can be used for analytics
- Process – what is the process you are utilizing today
- Business Challenges/Pain – what are your current challenges with this approach
- Solutions/ Value Propositions – rank our value propositions based on importance
- Marketing – who and how would you use to find a solution like this

Refine to include all potential questions and test all assumptions. In the Buyer Intelligence Survey here are some core questions we help you answer:

- Rate the importance of the business challenges that you address
- Rate the importance of the value propositions that your company provides
- What is the buying process that your buyer wants to follow to make a decision?
- What inflection points or changes will cause your buyer to act now?
- If your buyer was interested in your type of solution or service, where would they look and who would they engage?

We input the buyer intelligence survey into our survey management system. We test the survey internally with the management team. Once this is completed, we conduct the 20 minute survey with 50+decision makers. It needs to statistically represent the views of your entire audience. We review the results, trends and analysis of your business intelligence survey. We present the results and insights to your management team.

2. Engage Your Buyer

We create your Core Messaging Document which is the distillation of the prioritized finding and recommendation from your buyer intelligence survey. The Core Messaging Document gets everyone inside and outside your company “on brand and on message”:

- Apply this new messaging and positioning on your website
- Move from “seller centric messaging” to “buyer centric messaging”
- Apply this new messaging and positioning through your demand generation campaigns
- Prioritize the messaging and offers that you audience has requested
- Apply this new messaging and positioning in your sales conversations
- Give your Sales team their Playbook to engage your audience more effectively

3. Sell Your Buyer

Now, you are ready to scale your engagement with your buyer across everything you do in marketing and sales. You are ready to win your target markets.

"Before we leveraged the Buyer Intelligence Program everyone on my management team had an opinion about how to message and engage our target buyers. Now we have the truth and everyone is aligned"

Quote from a CEO

"This Company really understands their buyer and markets. This makes our job easier to identify the right prospects and engage them as experts"

Quote from a Partner

"I never knew what was most important to the prospect. Now with Buyer Intelligence I know exactly what to say to decision makers in my target audience"

Quote from a Sales Executive

"The Buyer Intelligence Program helped us focus on effective engagement with our target markets"

Quote from a Board Member

"The Buyer Intelligence Program demonstrated that this Company really understands their buyer and what is important to their buyer"

Quote from an Investor

Your Key to Winning Your Target Markets

Buyer Intelligence: Your Key to Win Your Target Markets

Buyer Intelligence tells you exactly what your buyer needs from you and the buyer's journey they want to follow to understand, evaluate and buy your service or solution. It eliminates costly experimentation that stops you from truly understanding your target audiences scaling your revenue growth and winning your target markets.

Buyer Intelligence may be the most important key to the success of your company. Once you have buyer intelligence you align the opinions and efforts of your entire management team and proves to your Board, investors and other stakeholders that you deeply understand your buying audience.

What Do Most Executives Try to Understand Their Buyer?

There are many ways that Executives try to understand their buyer, but unfortunately these efforts come up short. When you talk with clients about their recent purchase of your service or solution you wonder if what you learned is indicative of the broader market. When you leverage analyst market research about your market or category, you realize that this is valuable but does not test the priority of your value propositions, the priority of the business challenges you solve, or your assumptions. If you conduct a survey you may be concerned that you did not survey enough prospects or customers or ask the right questions.

Business Intelligence Changes Your World

With Buyer Intelligence you will be able to:

- Create statistically relevant outcomes that represent your entire buyer audience
- Create this vital foundation for your Go To Market strategy before you invest in expensive marketing campaigns and sales resources
- Lay the foundation for your Demand Generation campaigns for the next 12-24 months
- Change the conversations that your sales executive conduct with your buyers
- Transform the messaging on your Website to focus what is important to your buyer including your top issues, top value propositions and top offers
- Accelerate the buying process to significantly shorten your sales cycles by 33%

Ready to get started?

Contact us at (800) 208-5688 or send us an email at info@ondemandadvisors.com to learn more about our services and how we can help you achieve your revenue growth goals!

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