

## Interest



Search Begins

## Learn



Solutions Identified

## Evaluate



Solutions Evaluated  
Against Needs

## Justify



Short List  
Assembled

## Purchase



Selection Made

### Questions:

- |   |   |  |   |  |
|---|---|--|---|--|
| <ol style="list-style-type: none"><li>1. Who are the suppliers for my need?</li><li>2. What's the scope of potential achievement?</li><li>3. Where do I stand?</li><li>4. How can I easily find out more?</li></ol> | <ol style="list-style-type: none"><li>1. What do they offer?</li><li>2. Are their customers achieving success?</li><li>3. Do they fit my need?</li><li>4. How can I easily evaluate/demo?</li></ol> | <ol style="list-style-type: none"><li>1. Do they meet my expectations?</li><li>2. What do analysts say, are they a leader?</li><li>3. Is Company viable?</li><li>4. How do they compare?</li><li>5. Why should I choose?</li><li>6. What's the cost?</li></ol> | <ol style="list-style-type: none"><li>1. Leading, solid product/company?</li><li>2. Recommended by customers and analysts?</li><li>3. Meets or exceeds my need?</li><li>4. Can afford to buy &amp; implement?</li></ol> | <ol style="list-style-type: none"><li>1. How can I easily purchase?</li><li>2. Can I purchase via Web site?</li><li>3. Who can I call?</li><li>4. Do they have a partner in my area?</li><li>5. Why buy now?</li></ol> |
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### Experience:

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| <ol style="list-style-type: none"><li>1. eMail &amp; Web</li><li>2. Seminars</li><li>3. Podcasts</li></ol> | <ol style="list-style-type: none"><li>1. eMail &amp; Web</li><li>2. Podcasts/Seminars</li><li>3. TM Calls</li></ol> | <ol style="list-style-type: none"><li>1. eMail &amp; Web</li><li>2. TM Calls</li><li>3. Sales Calls</li><li>4. Seminars</li></ol> | <ol style="list-style-type: none"><li>1. eMail &amp; Web</li><li>2. Customer, analyst references</li><li>3. Sales calls</li></ol> | <ol style="list-style-type: none"><li>1. eMail &amp; Web</li><li>2. TM &amp; Sales Calls</li><li>3. Partners</li></ol> |
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### Content:

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| <ol style="list-style-type: none"><li>1. Industry white papers</li><li>2. Company product white papers</li><li>3. Customer stories</li><li>4. Assessment tests</li><li>5. Press releases</li></ol> | <ol style="list-style-type: none"><li>1. Company white paper</li><li>2. Seminar Pres</li><li>3. product spec sheets</li><li>4. Customer stories</li><li>5. Flash Demo</li><li>6. Ind/analyst reports</li><li>7. Educational Tips</li></ol> | <ol style="list-style-type: none"><li>1. Features/Benefits</li><li>2. Gartner Quadrant</li><li>3. Fin. Press Releases</li><li>4. Competitive &amp; Cost Comparisons</li><li>5. product Awards</li><li>6. Seminar Pres</li></ol> | <ol style="list-style-type: none"><li>1. product customer reference site</li><li>2. product Awards</li><li>3. Customer stories</li><li>4. Press releases</li><li>5. Seminar Pres</li></ol> | <ol style="list-style-type: none"><li>1. 1800# provided</li><li>2. Company.com product</li><li>3. E-Shop product</li><li>4. Partner locator?</li><li>5. Promotions or deals?</li></ol> |
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