



THE
CONSTANCE
GROUP

LESS CORPORATE MORE HUMAN

Buyers grid

BUYER	C	E	N	???	DISC	+/-	DBM	Objection	Personal
Economic									
C-More									
Problem owner									
Inside influence									
Outside influence									

C - Champion
 E - Enemy
 N - Neutral
 +/- - Move toward/away
 DBM - Dominant Buying Motive

Every _____ reduces probability of success. Do whatever it takes to remove them

Note: Make sure all your strategies and solutions support the GOAL