

WHAT is the customer's buying behavior?

1

PROBLEM-RECOGNITION

Does the customer know his problem?
Is he aware of his needs?

Degree of Independence
1-10

2

INFORMATION SEARCH

Where is he researching?
Which sources does he consult?
Does he actively search for solutions?
What exactly is he looking for?

Degree of Independence
1-10

3

EVALUATION OF ALTERNATIVES

What alternatives has he?
How complex is the evaluation process?
Does he organize tenders?

Degree of Independence
1-10

4

BUYING DECISION

Is the decision easy?
Is it complex?
How is the decision made?
Who decides?
Decision criteria?
Requirements for suppliers?

Degree of Independence
1-10

5

AFTER-SALES

What support does he need in the after-sales process?

Degree of Independence
1-10