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Buying Process Map*

Selling to the point where buyers agree to an ongoing relationship

	Step 1: Getting their attention, bringing in leads.	Step 2: First contact and interaction, answering their initial questions.	Step 3: Meeting: Answering their more specific questions.	Step 4: Proposal, follow-up meetings, calls.	Step 5: Single project test.	Step 6: Agreement for ongoing relationship, close the sale	Step 7: Ongoing projects
Who is involved							
What happens							
Key buyer concerns at this point							
Questions they ask							
Answers that satisfy them							
Marketing and selling tools needed at this stage							

* Kristin Zhivago, *Rivers of Revenue: What to do when the money stops flowing*, 2004