| Buyers Mind-Set Form |
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| Buyer’s Name |  | Buyer’s Role |  |
| What do they want from this proposition?(Emotional mind-set) |  |
| What do they not want from this proposition? |  |
| What do they need from this proposition?(Rational mind-set) |  |
| What do they need to ensure is not part of this proposition? |  |
| What factors may affect their decision?(Political mind-set) |  |
| Do they have a psychic wound? |  |
| How do we meet their wants and avoid their dislikes |  |
| How do we meet their needs and convince them we will include what they do not need? |  |
| How do we allay any psychic wound? |  |
| How do we manage their political decision-making factors? |  |