| 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? | |  | |