

**PURPOSE:** Using the chart below, identify the various decision influences within a chosen key account from your sales territory.

**ACCOUNT:** \_\_\_\_\_

ROLE	BUYER NAME	DECISION CRITERIA/ MOTIVES	PURPOSE OF MEETING & HOW OFTEN DO YOU MEET?
<b>The Final Authority</b> – signing the contract			
<b>Users</b> – day-to-day users of solution			
<b>Advisors</b> – key influencers in the process			
<b>Coach(es)</b> – biggest supporters			