

Who's Buying? (For Business to Business Sales)

If your customer is a business, institution, governmental entity or other type of organization, you will want to include some additional data, i.e.:

Type of business you are selling to:

Who are your customers' customers? How long have they been in business?

Size of business you are selling to (number of employees, annual sales):

Location of business you are selling to (Include whether it is a local business or a large chain or franchise. This usually affects buying habits.):

What hours do you need to be available to serve them?

How do you want to communicate/interact with them (via telephone, e-mail, in person, etc.)?

Who does the purchasing for the company you are selling to? Are they the final decision-maker and who else may be involved in the decision-making?

What is their over-arching need or challenge?

What type of credit terms will you offer them (will you extend credit to them or will they purchase via credit card, cash on delivery (COD)), and do they pay on time?

What makes this type of business a suitable prospect for your product or service?

What is the potential for repeat orders?

Can you fulfill the clients' needs? Can you fulfill the clients' delivery requirements such as special packaging, labeling, etc.?

Will the customer require a proposal?

What is the corporate culture, or culture of leadership? For example, a consultant offering sales training for employees should look for leadership that invests in its employees and people.

Does the business support any social or non-profit causes?

*Summarize your target market (for Business to Business) in demographic, geographic and psychographic terms. (**This should be included in your Marketing Plan**):*