

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.13

CUSTOMERS' BUYING DECISIONS

How much information do your customers collect before buying?

How much time is spent on the selecting the right item to buy?

Is it a once-off buy or a regular purchase?

Who is involved in making the buying decision?

- > Customer only?
- > Customer and spouse/partner or customer and business colleagues?
- > Customer and family?
- > Customer and outsiders?

Is buying based on an impulse?

How quickly do customers want delivery of your product/service after making the purchase?

Does your product need service or maintenance?

If so, can this be sold to the customer at the time of buying your product?

How long will the customer use your product?

Is your customers' buying decision process changing?

Do you need to adjust?

What are the five most important features of your product/service for the customer's buying decision?

- 1
- 2
- 3
- 4
- 5