

How Individual Buyers Meet Their Needs

A Consultative View

Vision Group Methodologies™

www.visiongroupmn.com

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[Narrated Video of this Article](#)



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How Individual Buyers Meet Their Needs[©]



Needs (+ or -)

How Individual Buyers Meet Their Needs[©]



Needs (+ or -)



Solution

How Individual Buyers Meet Their Needs[©]



Needs (+ or -)



Causes/Reasons

Solution

How Individual Buyers Meet Their Needs[©]



Needs (+ or -)



Causes/Reasons

1. \$
2. \$
3. \$

Cost today

Solution

How Individual Buyers Meet Their Needs[©]



Needs (+ or -)



Causes/Reasons



Features

1. \$
2. \$
3. \$

Solution

Cost today

How Individual Buyers Meet Their Needs[©]



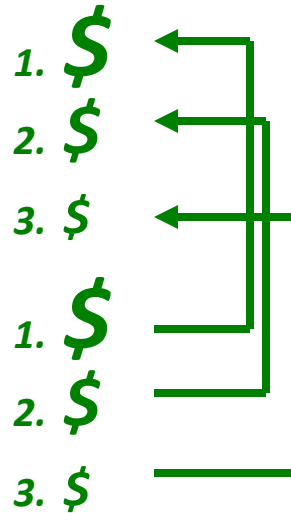
Needs (+ or -)



Causes/Reasons



Capabilities



Cost today
-Cost tomorrow
Value

Solution

How Individual Buyers Meet Their Needs[©]



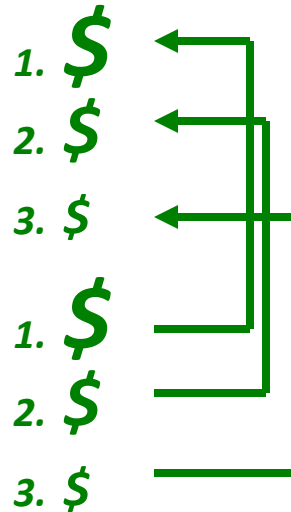
Needs (+ or -)



Causes/Reasons



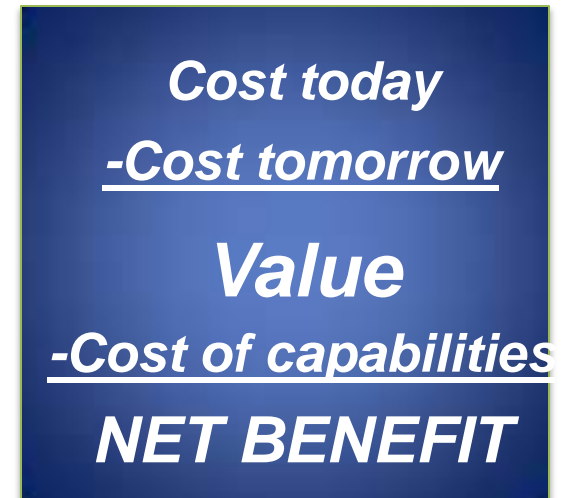
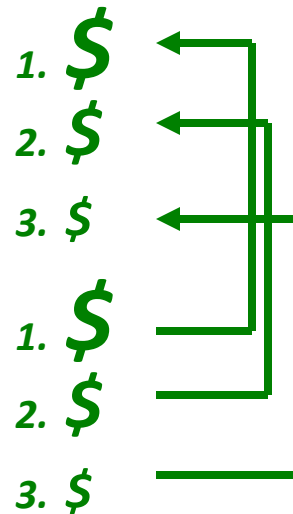
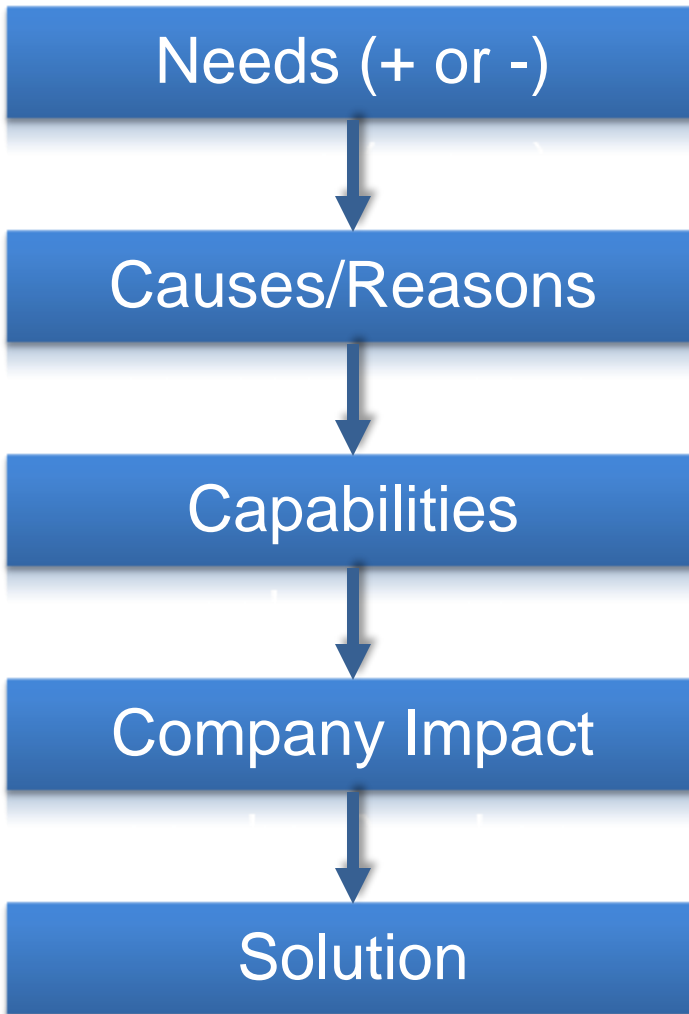
Capabilities



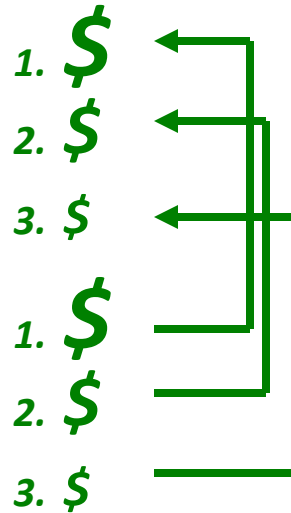
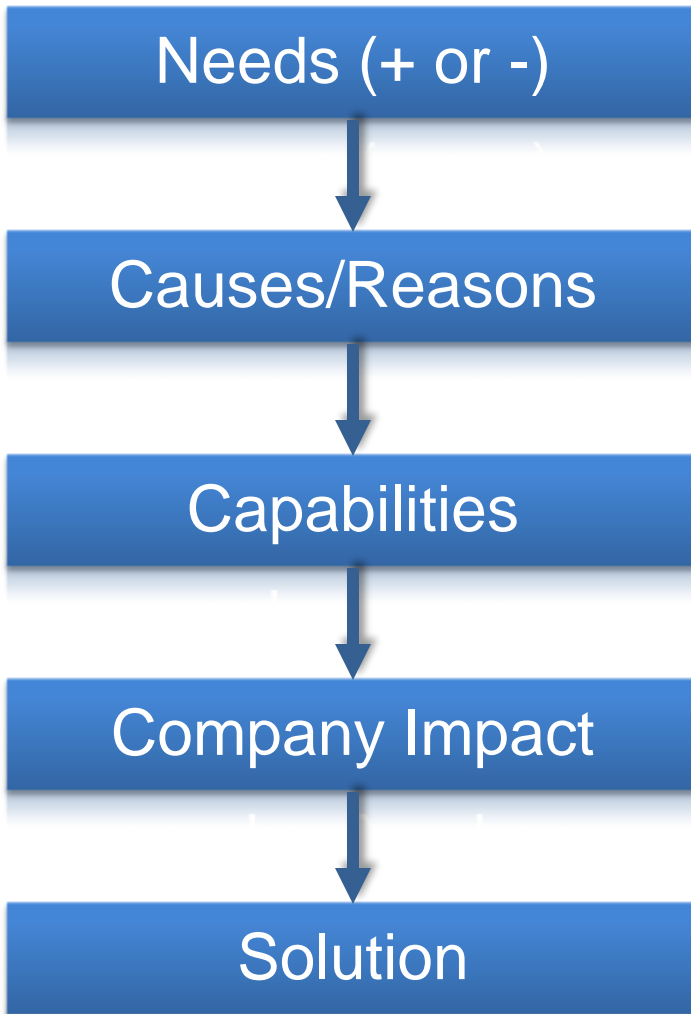
Solution

Cost today
-Cost tomorrow
Value
-Cost of capabilities
NET BENEFIT

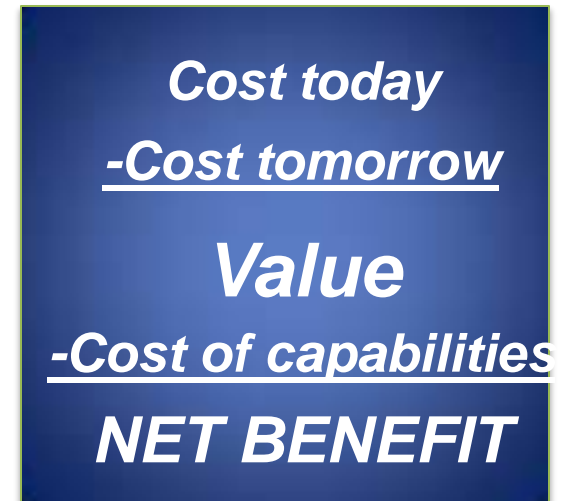
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Value