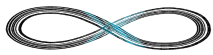


# Infinite Selling Bonus Tool

## Buyer Map Creation





# Buyer Map Creation



The Buyer map is the most important tool in your Infinite Selling toolkit. It is how you connect with your buyer on their terms and is different from a traditional selling process as its focus is on how the buyer actually travels through a buying motion rather than focus on what we as sellers think is important.

How to use this tool (Complete this tool for each persona you are working with)

- Step 1 – Start by identifying your sales process. Use the one in the example if you don't have one.
- Step 2 – Define the activities associated with each stage. An activity is something you would normally do with the buyer at this stage e.g. capture lead details, provide them with a download, show the pricing etc.
- Step 3 – Add points to each activity. Every activity should have a point to it. By default, each activity should be allocated 1 point, but if there are activities which you know are more important to the buyer, increase the number of points for these specific activities.
- Step 4 – Build the map to break down activities which are Sales-Guided (SG) or Buyer-Guided (BG).

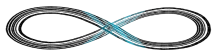
Persona

Sales Process	Pts		Pts		Pts		Pts		Pts		Pts		Pts	
Buyer Guided														
Sales Guided														

BG Score

Total (BG + SG) Score

SG Score



# Buyer Map Creation



The Buyer map is the most important tool in your Infinite Selling toolkit. It is how you connect with your buyer on their terms and is different from a traditional selling process as its focus is on how the buyer actually travels through a buying motion rather than focus on what we as sellers think is important.

How to use this tool (Complete this tool for each persona you are working with)

- Step 1 – Start by identifying your sales process. Use the one in the example if you don't have one.
- Step 2 – Define the activities associated with each stage. An activity is something you would normally do with the buyer at this stage e.g. capture lead details, provide them with a download, show the pricing etc.
- Step 3 – Add points to each activity. Every activity should have a point to it. By default, each activity should be allocated 1 point, but if there are activities which you know are more important to the buyer, increase the number of points for these specific activities.
- Step 4 – Build the map to break down activities which are Sales-Guided (SG) or Buyer-Guided (BG) and highlight the ones that are relevant to your persona and then add up the points

Persona

Finance Director

Sales Process	Prospecting		Preparation		Approach		Presentation		Handling Objection		Negotiation		Close	
		Pts		Pts		Pts		Pts		Pts		Pts		Pts
Buyer Guided	Visit Website	1	<u>FAQs</u>	1	Incentives to buy	1	<u>Display evidence</u>	1	Competitor download	1	Additional value	1	Execution plan	2
	<u>Product overview</u>	1	Value Proposition Download	1			<u>Demo</u>	1			Payment Options	1	Referral scheme	1
Sales Guided	Intro call	1	Pricing	1			Face to face meeting	1	Virtual call	1	<u>Final pricing</u>	1	<u>Close</u>	1
									Face to face meeting	1				

BG Score 4

Total (BG + SG) Score 6

SG Score 2

# Thank You

We hope you enjoyed using this tool and got some great value from it. These tools are just some of the amazing resources that Mentor Group have that help organisation across the globe transform their Revenue.

If you would like to learn more about what Mentor Group can do for your organisation and revenue, please do drop us a line at [hello@mentorgroup.co.uk](mailto:hello@mentorgroup.co.uk) or visit [www.mentorgroup.co.uk](http://www.mentorgroup.co.uk)

# About Us

Mentor Group is a Revenue Transformation company redefining the profession of selling through a relentless passion for mutual success. We work with some of the best-known organisations in the world helping them achieve their Revenue goals.

With a team of highly skilled and experienced consultants and deliverers, we operate in 68 countries and in 30 languages.



Copyright © 2023 Mentor Holdings Limited

All rights reserved. No portion of this book may be reproduced mechanically, electronically, or by any other means, including photocopying, without permission of the publisher or author except in the case of brief quotations embodied in critical articles and reviews. It is illegal to copy this book, post it to a website, or distribute it by any other means without permission from the publisher or author.

Limits of Liability and Disclaimer of Warranty

The author shall not be liable for your misuse of the enclosed material. This tool is strictly for informational and educational purposes only.

Warning – Disclaimer

The purpose of this tool is to educate and support. The authors do not guarantee that anyone following these techniques, suggestions, tips, ideas, or strategies will become successful. The author shall have neither liability nor responsibility to anyone with respect to any loss or damage caused, or alleged to be caused, directly or indirectly by the information contained in this tool.