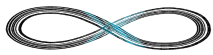


Infinite Selling Bonus Tool

Intent Template





Intent refers to the underlying purpose or motivation behind a persons actions, words, or decisions. It involves trying to comprehend the specific goal or objective a person may have had when engaging in a particular behaviour.

Understanding intent can provide us with huge insight into why people act in certain ways, helping us make sense of their behaviour and predict their future actions.

How to use this tool:

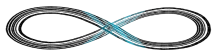
- Complete this for every buyer you are working on
- Make a list of all the Intents you can think of or know from the buyers perspective. This does involve some assumption but if you are not sure, they best thing to do is ask or use the So What tool to dig behind the presenting intent
- Make a list of all the Intents from your side. Note they cant all be 'Close the deal' 😊
- Looking at both list, look to see where there is alignment and write down where you have alignment and/or what you need to do to get alignment

Buyer

Buyers Intents

Sellers Intents

Aligned Intents



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Buyer

Matt Webb

Buyers Intents

Secure the best possible deal to allow them to achieve their budget

Ensure the purchased solution meets the decision criteria

Not to get fired for making a bad choice

To reduce workload

To develop a relationship with the provider

Sellers Intents

Get best deal for the customer but protect our margin

Ensure the best delivery to increase chance of further business

To develop a relationship with the buyer

Hit target

Get a referral

Aligned Intents

Both want to secure the best deal and both have targets/budgets to achieve. Work on how we can find a win/win

Both want the best solution for the buyer to protect both parties

Both want to develop a relationship with each other

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 or visit www.mentorgroup.co.uk

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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.



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