



DISCOVER The Opportunities in Your Business



- ***What are the most important product or service values and for which buyers?***
- ***What and where are the risks to success?***
- ***Where is the customer in the buying cycle?***
- ***What is the market message that is most important to each prospect?***

Buyer-Seller Market Management (BSMM) Tool- *A Process for Customer and New Buyer Connectivity*

BSMM. A structured repeatable process (includes software and a database) that identifies how important each buying criteria and value proposition is to customers and new buyers along with their position in the buying cycle. The process can be utilized for concepts, new offerings, the next release of existing offerings, as well as, evaluating current offerings. The process incorporates the following activities:

- Selling team evaluates & scores product, service or offering(1day workshop):
 - Buying criteria(14 categories)
 - Value propositions(22 categories)
- Results benchmarked to “Best in Class” within database(over 500 assessments in 18 market segments)
- Performance metrics generated(baseline performance index)
- Target buyers evaluate & score product, service or offering(usually 30-35 interviews):
 - Based on description of the product, service or offering(executive interviews)
 - Buying criteria(14 categories)
 - Value propositions(22 categories)
- Results benchmarked to “Best in Class” within database
- Performance metrics generated(baseline performance index)
- Analysis of gaps between selling team’s view and target buyer’s view, including any missing market messages(workshop)
- Documentation of the cause of those gaps from target buyer feedback
- Target market validation that the product, service or offering meets the buyers value expectations & value requirements

Why is BSMM Process So Effective and Efficient?

The tool helps the selling organization understand the following:

- New buyers and customers need to understand all of the buying criteria and value propositions. Otherwise they identify:

- 21% of the buying criteria
- 23% of the value propositions
- The GAP between the selling enterprise and prospects on any offering
- All prospects are not in the same point in the buying cycle
- Market messages need to be developed for the prospect based on what part of the buying cycle they are in.
- Prospects spend 75%-80% of their time focused on RISK in the purchase selection cycle. Conversely, prospects spend *ONLY* 20%-25% of their focus on VALUE.
- Prospects rarely identify all of their value requirements at any one time. They need assistance to remind them of the complete set of value opportunity.
- New buyers have differing views and more options that they will evaluate versus customers
- The sales cycle is directly impacted by the risk and value of an offering in the mind of the prospect
- There must be a consistent message defining a solution's value proposition and how the RISK is mitigated for volume to occur
- The seller must place a clear picture of their company & offerings in the minds of the buyer & buying constituency

Every offering competes on providing the most value at the lowest risk!

Value to be delivered:

- Increases the precision & accuracy of how a new offering will perform in the market
- Validates new concepts prior to the start of serious development
- Provides an effective and efficient business process that can provide continuous connectivity to the industry, market, customers and new buyers
- Gains knowledge of the value requirements of customers, new buyers and/or new markets (understand & satisfy the buying criteria, as well as the buying risk)
- Improves the brand value of the offering & identifies the impact on the sales cycle
- Validates a new offering within an established market and customer base
- Results can be used to train the sales force –shorten sales cycle
- Reduces time to market with predictable levels of success-set R&D priorities
- Provides direction for marketing collateral and message management (competitive differentiation)

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