



## DISCOVER The Opportunities in Your Business



- *What is the root cause of the buyers problems?*
- *What are the expressed unmet needs of the target buyer?*
- *What is the knowledge of the buyer for any unidentified needs?*

### **Buyer Seller Needs Assessment (BSNA) Tool- *A Process for identifying the unmet and unidentified needs of the buyer***

**BSNA.** A structured repeatable process (includes software and a database) that provides the product marketing team with the knowledge of the problems or opportunities of the buyer. The process incorporates the following activities:

- Series of customer interviews to determine the unmet and unidentified needs
- Results benchmarked to “Best in Class” within database (approximately 10 assessments)
- Performance metrics generated (baseline performance index) for:
  - Seriousness of the problem/opportunity
  - Implementation importance of the solution
  - Offering validation

### **Buyer Seller Needs Assessment Sample Questions**

- Has the root cause of the problem / opportunity been identified in detail?
- Does the solution eliminate the root cause of the problem / opportunity?
- Is there an enterprise commitment to resolve this problem / opportunity?
- Does the severity of this problem / opportunity provide an outstanding ROI?
- Can this problem / opportunity be solved with internal knowledge and available skills?
- Can this opportunity be solved with current internal resources?

## Buyer Seller Needs Assessment (BSNA) - The Science and Performance of Marketing's Mission In Obtaining and Two Way Messaging Knowledge, Experience and Performance



Buyer Needs a Solution to a problem or opportunity	Seller needs to understand the Buyers Needs
Buyer needs to provide the message as to the importance of the problem or opportunity	Seller needs to understand the "Root Cause" of the Problem
Buyer needs to provide the effect of this problem or opportunity on their enterprise	Seller needs to identify a solution that mitigates the effect of this problem or opportunity
Buyer needs to identify what is the probability of the problem occurring is	Seller needs to understand what triggers the probability
Buyer needs to explain what are the alternate solutions	Seller understands if the alternate solutions are in serious competition with the proposed solution
Buyer needs to identify the unmet needs	Seller has to understand the unmet needs
Buyer needs to identify the concern of Risk and Value achievement	Seller needs to be solid on the largest number of value propositions at the lowest risk - Buyer
Buyer needs to listen to the message of the Seller on Unidentified needs	Seller needs to understand the buyers business and provide unidentified needs

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