

ECONOMIC BUYER *Summary*

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Champion Summary PDF 

IN BRIEF

The Economic Buyer is usually one person within an organization who is the overall authority to which the budget for your project rolls up to.

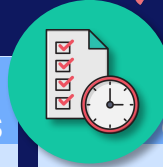
They typically have P&L responsibility and will have a significant impact on the success of your deal.



1.

COSTS

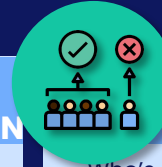
- What is OPEX / CAPEX Cost?
- What is the cost on resources?
- Opportunity cost of your project vs. others?



2.

COMPLETION

- Time to value?
- How does the timing align with other initiatives? and/or the EBs periods – Monthly? Quarterly? Annually?



3.

CONFIDENCE

- Who's going to put their reputation on the line?
- Are references in place?
- Have you cross-checked the EBs network with yours?

YOU NEED ENGAGEMENT WITH THE EB BECAUSE

- They are the person who will have the biggest impact on your success: Deal size, Time to close, Likelihood to close, and cost of sale
- They can make things happen such as create budgets and launch programs that support your solutions success

ALWAYS CHECK

- That you have a true Economic Buyer and that you haven't gone too junior or too senior
- That they understand your solution and the specific value that your solution brings to them underpinned by M2's
- If your deal comes across their desk, will they support it?