# ECONOMIC BUYER *Summary*

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## 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?