Understanding how customers buy

Team discussion

1. Take 5-10 minutes to discuss with your team how your specific customers fit into the model presented in <u>"How do your customers buy?"</u>

2. Does each step apply? Are there potentially trigger signals you could spot to identify opportunities?

3. Which stages do you feel you struggle with more? (It might be worth looking for solutions across the learning platform).

4. With your team, discuss the barriers and limitations from <u>this module.</u> Consider doing each of the exercises in the module. The circle of influence might be worth exploring if there's a lack of clarity about the things we can and can't control.

5. Have a discussion around the second exercise mentioned in the barriers and limitations module. What barriers and limitations are most typical and impactful? (Pick the ones that really matter.) Which of the three pots might they fall into?
   a. Pot 1 - Real barriers and inflexible
   b. Pot 2 - Real barriers and flexible
   c. Pot 3 - Mind barriers

6. Get clear as a team on your new mindset. I recommend that you keep each other clear of the mind barriers as best you can (we all say them sometimes, maybe we need the equivalent of a swear jar!), raise some questions around which barriers you might influence, and try to understand and accept the inflexible barriers but agree to brainstorm solutions that fit around them. **Remember, if there really is no fit because you can't collectively move between the gaps, then it doesn't make sense to propose a solution. Move on. Find a better opportunity. Also, ensure you proactively question to see if those barriers exist. You don't want to put the work in to a new proposal only to get it rejected because you didn't expose these likely barriers.**