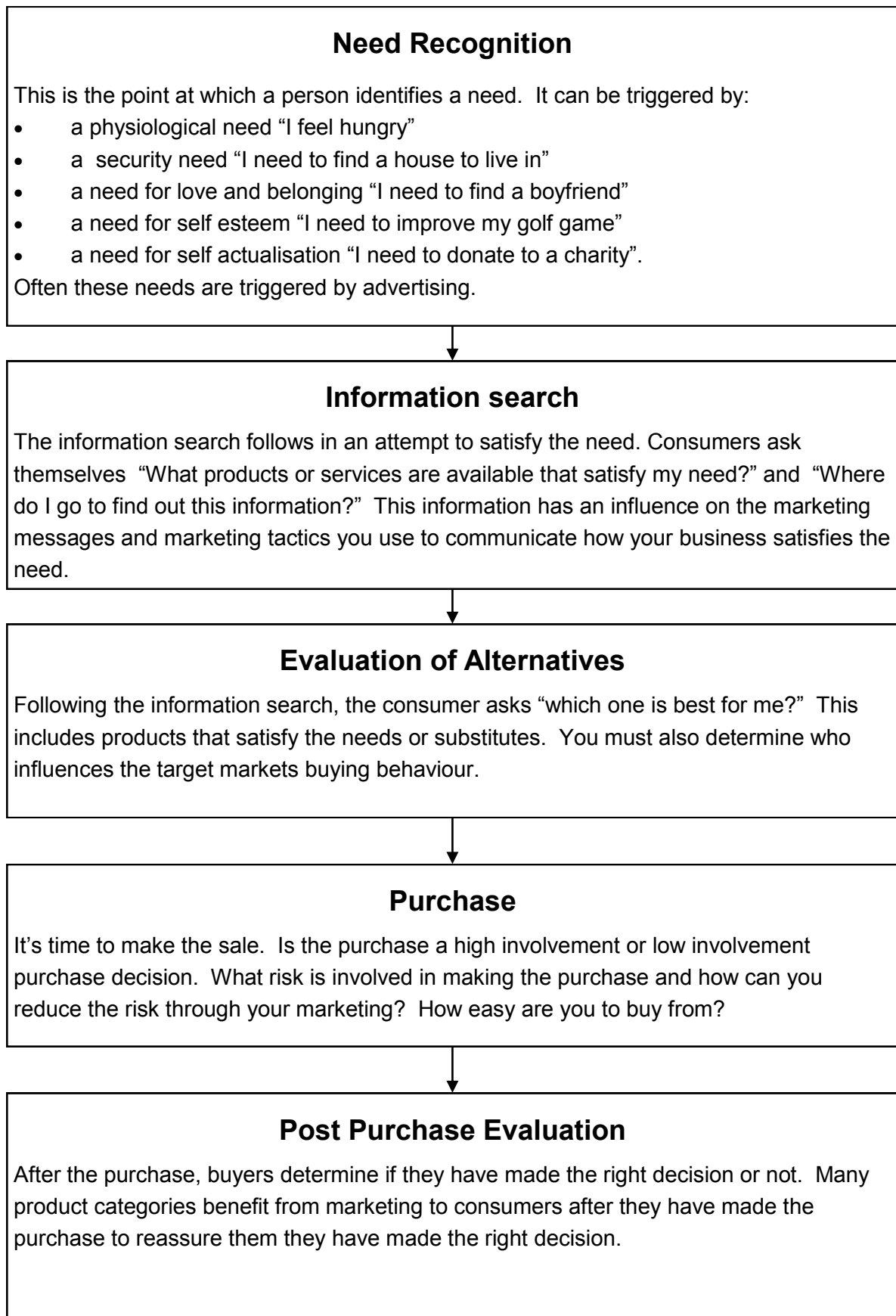


Decision Making Process Worksheet

Decision Making: The Buying Process



Decision Making Worksheet - Part 1

Need Recognition

What need does your business satisfy?

Are there any triggers for this need?

Information Search

Identify where customers search for information

What benefits are they searching for?

In your opinion, what the most important benefit?

Decision Making Worksheet - Part 2

Information Search

List the features and the associated benefits of your product/service

Features	Benefits

What do you think is the single, most important benefit? _____

Evaluation of Alternatives

What are the alternatives to your business? _____

Who influences the buying behaviour? _____

Decision Making Worksheet - Part 3

Purchase

Is it a high or low involvement decision?

How do you reduce risk for the purchaser?

Explain the process of buying from you.

Where do your new client enquiries come from?

Decision Making Worksheet - Part 4

Post Purchase

What issues are their post purchase?



MarketingHQ is a Sydney based marketing consultancy that provides strategic marketing solutions to small and medium sized businesses.

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