MODULE 2: CUSTOMERS, COMPETITORS AND THE MARKET

# Who buys from me

Lesson: Who actually buys: clients, decision makers and influencers · about 15 minutes

Map the people behind your bookings and check whether your marketing speaks to each of them.

**Your business** (name, service, main city):

1. **Choose your two main client types. For each, name who usually plays initiator, user, influencer, decider, payer and gatekeeper.**

2. **Take your last three bookings. Who was the payer in each, and were they involved in the first conversation?**

3. **Write the three questions you will add to your first reply or first call to uncover the roles behind an inquiry.**

4. **For each role, name one piece of marketing they need: a review, a pricing guide, a vendor sheet, a sample timeline. Which ones are missing?**

5. **Describe the biggest worry of the decider in your main client type, and how your proposal answers it today.**

## Check: can you now

- Name the six roles in an event buying decision and spot each one in a real inquiry
- Map the payer, decision maker and influencers for your two main client types
- Adapt your replies, proposals and proof so that each role gets the information it needs

## One change you will make this week