

The 10 Guidelines to working with Buyers

- 1. Determine a worthy opportunity
- 2. Measure the Mo
- 3. Explain purchasing pathway
- 4. Establish the purchasing parameters
- 5. Build a buyer frame of reference
- 6. Maintain continuous contact
- 7. Eliminate and choose
- 8. Provide the "necessary nudge"
- 9. Resell after the sale
- 10. Follow-up and follow through