

Buyer Insights Program: Evaluation Process

Our interviews have revealed that buyers often eliminate solutions from contention due to sales-owned activities. A partial list of these activities includes unresponsive or overconfident salespeople, miscommunication, poor product demos, and inadequate reference calls. Few sales organizations have a mechanism in place to surface and address these issues prior to the prospect signing with a competitor. DoubleCheck has solved this problem by inserting a "independent audit" step into your late stage sales cycles. Sales benefits from formal feedback, when it matters most. Buyer's tell us that the act alone displays the qualities of a strong partner who cares about their needs. Everybody wins!

Buyer Insights Reports

Customized reports that detail client buying habits, selection criteria, business drivers, product needs, sales experience, view on the competition, and other insights to ensure each new sales cycle is stronger than the last.

Buyer Insights Alerts

Customized research alerts capture key trends found within your data. These clear and concise documents are ideal for shining a light on important issues and bringing people together to determine the most effective solution.

Buyer Insights Data Overviews

An aggregate view of your dataset across multiple reports. These powerful presentations are ideal for quarterly business reviews and strategic boardroom discussions.

Buyer Insights Portal

Each member has secure access to their data via doublecheckresearch.com. Login from anywhere to quickly download the information you need, when you need it.

Advisory Hours

Advisory hours represent flex time to be used to help drive the value of your program. Examples include survey creation, monthly reviews, group presentations, sales training.

Buying & Selling Process

Is the buyer comfortable with their sales experience thus far? Would they like to see changes made?

- Process alignment
- Sales experience/ fit
- Buyer requests

Influencer Impact

Where is the buyer seeking guidance and advice? How much weight does each resource carry?

- Peer Network
- Paid Resources
- Industry Resources

Requirements Alignment

Does the buyer feel your organization and product aligns well with their culture, needs and vision?

- Prioritize functionality
- Partner expectations
- Technology

Objection Handling

What is the buyer most concerned about? Have objections been adequately addressed?

- Product fit/ Price
- Implementation
- Company reputation

Competition

Which way is the buyer leaning at this point in their evaluation?

- Ranking
- Advantages
- Disadvantages

"...those that take a more comprehensive approach have seen a 15-30% increase in revenue and up to 50% improvement in win rates..."

**Source: Gartner, "Three Ways Technology Marketers Can Use Data from Win/Loss Analysis to Increase Win Rates and Revenue", Todd Berkowitz, May 2014*

About DoubleCheck Research: DoubleCheck is an independent research firm focused on bridging the gap between buyers and sellers of enterprise solutions including technology, consulting, and advisory services. Founded in 2013 DoubleCheck began with a dream to create a simple, effective, and straight forward value proposition where experience and passion collide to produce game changing primary and syndicated research for retail and manufacturing solution providers. Visit us at www.doublecheckresearch.com