

**BIMM™**

## **Stage 1: Tactical**

- Quantitative buyer data only
- Tactical scope only for buyer understanding
- Rely on sales for insights
- No qualitative buyer research
- No senior executive involvement
- No buyer personas developed

## **Stage 2: Buyer Focus Programs**

- Customer/buyer focus initiated
- Buyer focus seen as new strategy
- Buyer insights expands in marketing
- Senior executives sponsor customer focus programs
- Buyer personas developed internally
- Buyer research is non-qualitative
- Focus on win/loss research only

## **Stage 3: Strategic Buyer Insights**

- Improved enterprise awareness of buyer insights
- Senior executives incorporate buyer-informed decision-making
- Use of 3<sup>rd</sup> party objective qualitative buyer research and buyer persona development
- Buyer insight seen as strategic
- Expands into enterprise focus beyond marketing and sales

## **Stage 4: Turn Insights into Foresight**

- Buyer-informed strategies becomes senior mandate
- Strategic foresight and scenario planning implemented by senior executives
- Insight to foresight operationalized throughout enterprise
- Research-based buyer personas integrated into enterprise
- 3<sup>rd</sup> party and skilled qualitative research group creates knowledge base on buyers

