



Value Behavior

Buyer Value Ecosystem

Ranking

1

2

3

Corporate

=

+

+

+

Personal

=

+

+

+

Influence

=

+

+

+



Buyer Value Model™

Example

Buyer Persona: 

Date

Iteration #1

Value Behavior

Buyer Value Ecosystem

Ranking

1

2

3

Corporate

=

Price

+

Quality

+

+

Personal

=

Enhance
Career

+

Leading
Edge

+

+

Influence

=

Analyst
Reviews

+

Social
Presence

+

+

