

The Buying Process

Stage 1

NEED
(I think I need something)

Stage 2

CONTEMPLATION
(can afford it? I wonder if I should?
Can I rationalize it to myself
and others?)

Stage 3

VISUALIZATION
(What specifically should I buy? What
does it look like? How will it feel when I
own it?)

Stage 4

SYNTHESIS
(Identifying all of the elements,
and pulling them all together)

Stage 5

SALE

Stage 6

REVIEWING
(Is everything in place?
have I made the right decision?
Is there anything I've forgotten?)



a division of The Belding Group of Companies Inc.
300 Earl Grey Dr. Ste 370, Kanata, ON Canada K2T 1C1
Tel: 1-613-836-3559 Toll free: (800) 576-6860
email: info@beldingskills.com web: www.beldingskills.com