

# Your Boss Buys Analytics

## Application of a Buyer Readiness Model to Adoption of Cross-Vertical Initiatives

# Introductions

- Paper: Application of a Buyer Readiness Model to Adoption of Cross-Vertical Initiatives
  - http://goo.gl/YrDS8N


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# Where are we today?



http://commons.wikimedia.org/wiki/The_Flower_Fields_at_Carlsbad_Ranch#mediaviewer/File:Flower_feld_11.jpg


What if there were a better way?

# What if there were a better way?

## Lavidge and Steiner’s Hierarchy of Effects

# Lavidge and Steiner's Hierarchy of Effects

## 1. Non-Awareness

Behavioral Dimension: Thoughts

What it means: No-one knows who you are

To Transition: Buzz-Words!



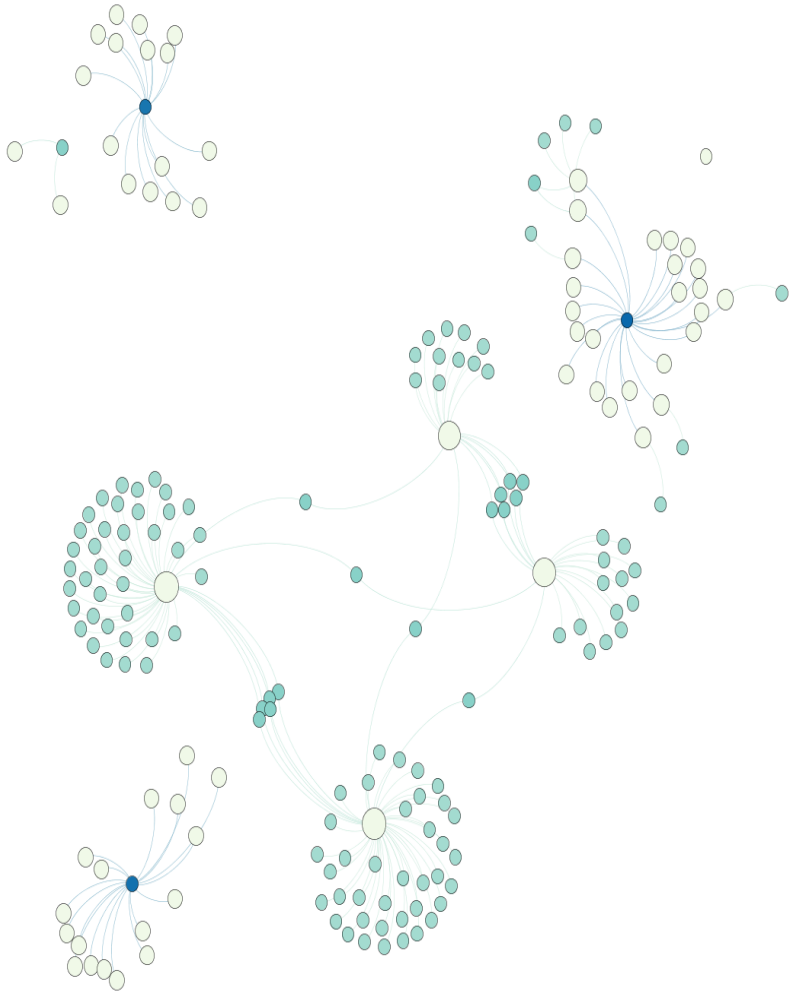
# Lavidge and Steiner's Hierarchy of Effects

## 2. Awareness

Behavioral Dimension: Thoughts

What it means: They know the buzz-words and they know you.

To Transition: What the heck is big data and predictive analytics?  Is that Excel?



# Lavidge and Steiner's Hierarchy of Effects

## 3. Knowledge

Behavioral Dimension: Thoughts

What it means: At BASF, we don't make a lot of the products you buy. We make a lot of the products you buy better.

To Transition: Listen!




http://media-cache-ak0.pinimg.com/originals/41/d8/51/41d8516eff2a3f014850534e49bc4249.jpg

# Lavidge and Steiner's Hierarchy of Effects

## 4. Liking

Behavioral Dimension: Emotions

What it means: Stakeholders smile at you in the hall.

To Transition: Serve!


The benefits are obvious!


But it could mean lots of money!

# Lavidge and Steiner's Hierarchy of Effects

## 4. Liking

Behavioral Dimension: Emotions

What it means: Stakeholders smile at you in the hall.

To Transition: Serve!

# Lavidge and Steiner's Hierarchy of Effects

## 5. Preferring

Behavioral Dimension: Emotions

What it means: You like me! You really like me!

To Transition:  Playing for a limited time only!



http://ihavecat.com/wp-content/uploads/2011/07/sally.jpg

# Lavidge and Steiner's Hierarchy of Effects

## 6. Conviction

Behavioral Dimension: Motives

What it means: They'll sign the paper as soon as it's in front of them.

To Transition:  Put the paper in front of them and bring them the pen!

# Lavidge and Steiner's Hierarchy of Effects

## 7. Purchase

Behavioral Dimension: Motives

What it means: You did it!

What's next? Now you need to do it!

# Why this is Awesome.



http://en.wikipedia.org/wiki/Boiling#mediaviewer/File:Kochendes_wasser02.jpg

# But you already knew that.

- You talk to people around the office.
- You get excited when talking about the cool big data thing you're doing.
- You bring that cool graphic or chart you made out of that big data to the staff meetings.
- You listen to their needs and talk to them about your ideas about how to meet them.
- You talk about how you're so overworked. If they really want you can carve out a bit of time next week, but after that there won't be time for months.
- And when you promise to help, you make sure they get it.

And you did it all without having to have an executive force anyone to do anything.


#Winning

# #Winning

Questions?

