

Buying Profile Questions	Buyer's needs and requirements
<p><b>Presentation Situation Analysis</b></p> <ul style="list-style-type: none"> <li>○ Do you have gatherings of people where important information is communicated or presented?</li> <li>○ How often are group presentations held?</li> <li>○ What types of presentations? (formal or informal)</li> <li>○ Who are the presenters?</li> <li>○ Will there be multiple presenters?</li> <li>○ Does the presenter need to move around?</li> <li>○ Do they use a podium?</li> </ul>	
<p><b>Presentation Location</b></p> <ul style="list-style-type: none"> <li>○ Where are the presentations held?</li> <li>○ Inside/Outside or both?</li> <li>○ What size room?</li> <li>○ How many people in the audience?</li> <li>○ What is the layout of their space?</li> </ul>	
<p><b>Technology and Equipment needs</b></p> <ul style="list-style-type: none"> <li>○ Blue Tooth</li> <li>○ Lap top plug-in</li> <li>○ Video or music</li> <li>○ Portability</li> <li>○ Power source</li> <li>○ Multiple microphones</li> <li>○ Wireless microphones</li> </ul>	
<p><b>Current Presentation Equipment Audit</b></p> <ul style="list-style-type: none"> <li>○ What equipment are you currently using for your presentations?</li> <li>○ What challenges does your current equipment pose?</li> <li>○ What's not working?</li> <li>○ Are there issues with the sound quality?</li> <li>○ Can everyone clearly hear the message, is it loud enough?</li> <li>○ Does it have the technical features you need such as: Lap top plug in, video, music capability, wireless mic ability?</li> <li>○ How does the lectern look?</li> <li>○ Is the lectern big/cumbersome, difficult to move?</li> <li>○ Any post-sale problems or repair issues?</li> </ul> <p>Always explore for the <b>effect</b> of any problem by asking:</p> <ul style="list-style-type: none"> <li>○ <i>How does this impact the presentation or presenter?</i></li> <li>○ <i>What effect does that have?</i></li> </ul>	
<p><b>Pre-Sale and Post sale Support and Service</b></p> <ul style="list-style-type: none"> <li>○ 800-267-5486 Customer and technical support team</li> <li>○ Pre-sale application questions</li> <li>○ Post-sale set up questions</li> <li>○ Outstanding Warranty up to 6 years</li> <li>○ In-house repairs</li> </ul>	