

Meeting Planner

Company Name:		Meeting Date:	
Tenant Name:		Tenant Title :	

Type of Buyer: Please circle (as appropriate)

Results-Oriented / Rational / Empathetic / Energetic
 Champion / User Buyer / Technical Buyer / Economic Approver (CUTE)

Please tick (as appropriate)

	High	Inner Circle	Medium	Low
Degree of Influence				

Areas of Interest:

Personal	
Business	

Meeting Objectives	Planned Questions:
_____	Situation: (Fact-finding / Exploring)
_____	_____
_____	_____
_____	Need: (Identify Problems / Opportunities)
_____	_____
_____	_____
_____	Impact: (Effects / Consequences)
_____	_____
_____	_____
<ul style="list-style-type: none"> • What are your objectives for the meeting? • What is the tenant’s need? • What do I need to do to help the tenant and align our interests? • What value can I provide in the meeting? 	Payoff: (Benefit / Value of a solution)

