

Rainmaker Buyer Type / Promises Matrix

(Adapted from Ricci, 2005, and Grönroos, 2006)

Each prospect has their own intrinsic needs, which are independent of the extrinsic needs you identified for your target market. The two may be, but are not necessarily, related. For example, it is possible that a prospect seeking a tax return preparer may be any of the buyer types.

The Promises, which your Value Proposition contains, must be appropriate for the promises that the Prospect is expecting. Although the Buyer Type progresses along a continuum, the Promises described in the cells below are mutually exclusive, and must be slightly adapted to fit the Buyer Type's actual expectations.

	Transactional	Consultative	Complex
Promise Expected By Market	Commodity Pricing – Client will typically focus on price, speed and convenience.	Benefits of Experience – Clients will value your individual expertise, your track record and your problem solving ability. Client is seeking an adviser.	Strategy – Clients are looking for strategic guidance from a firm. The firm is more important than the individual. Client is seeking a custom solution to their needs.
Value Offered By Market	Comparison Shopper – Client will typically attempt to control the environment and force practitioners to compete.	Problem Solving – Clients are seeking a solution to a problem, or the filling of a want. Practitioners are evaluated based on their ability to solve problems.	Trust Based – Clients place high value on the ability of the firm to sustain the relationship. Clients are willing to adapt, and expect the practice to adapt as well.
Promise Influences	Request and Legalistic Pleas – The client responds to direct actions suggested by the practitioner. The client also accepts contractual or informal agreements which require the client to adapt to the practitioner's methods of operation.	Promises and Threats – Clients foresee receiving a benefit from the promise of having a need or want satisfied. Alternatively, they recognize the threat of a risk if they fail to take the recommended action.	Information Exchange and Recommendations - Client sees the practitioner as an equal, and expects to engage in a consultative relationship. Client expects to exchange valuable information with the practitioner, and to exchange recommendations.
Promise Channel	Short – Clients will typically make quick decisions after completing comparisons.	Moderate – Client will typically spend time getting to know you.	Long – Clients are typically looking for a “partner” who will become active in their success.