

Rainmaker Buyer Type / Principles 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 descriptions within each cell are hypothetical minimalists. You may find there are descriptors which you feel are more appropriate. Cell descriptors are also cumulative, as the buyer type approaches the complex engagement.

	Transactional	Consultative	Complex
Principle Of Credibility	Basic – Professional looking office, website and collateral.	Thorough – Ability to express knowledgeable ability, such as niche focus, show delivery on promises.	Very Advanced – Ability to deliver empathy, and exchange ideas with the prospect.
Principle Of Social Proof	Testimonials – Has numerous testimonials and endorsements strategically displayed.	Associations – Published in trade association periodicals, speaker at trade shows,	“C” Suite Recognition – Peers are “C” Suite executives, community leaders, celebrity figures. Maintains formal “bankers” type facilities.
Principle Of Commitment - Consistency	Work Product Meets Requirements – Practitioner consistently delivers work product on time and error free. Adheres to Value Proposition.	Work Product Exceed Requirements – Practitioner fulfills all promises of the Value Proposition, plus provides or makes additional value available. i.e.: Goes beyond requirements.	Recognizes Ethical Bounds – Restricts major client engagements to non-competitors. Maintains control, sometimes described as “Having the personality of a rock.”
Principle Of Liking	Service or Product Oriented – There is minimal interaction between buyers and sellers. Clients interact with work product. Work product quality is evaluated for like.	Involved – Practitioner interacts with clients on a regular basis. Practitioner provides becomes involved in local	Intertwined – Practitioner and client become intertwined socially and professionally.
Principle Of Authority	Minimal – Licensed by governing authority to perform the tasks offered .	Credentialed – Recognized for certifications, holding educational or governmental credentials. Recognized as an information source or contributor to trade and civic organizations.	Requirements Setting – Member of State and/or Federal requirements setting agencies. Sits on Boards of Directors at major institutions and/or high profile organizations.
Principle Of Fear	Basic & Legalistic – Practitioner is perceived as protection against financial and legal risks.	Money & Position – Practitioner is perceived as having the ability to provide insurance against loss of competitive position, as well as industry and niche specific risks.	Strategic Position – Practitioner perceived as having the ability to assist in strategic choices that will maintain the firms competitive advantage.