

Buyer Groups and Demand Units Demystified

Buyer Group



Buyer groups are groups of individual personas responsible for procuring a product for the organization. Buyer groups can be classified in many ways, and examples include: Purchase Role, Job Function, and Job Level.

Demand Unit



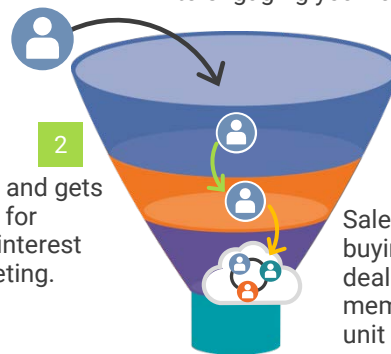
Demand units are buyer groups with current purchase intent.

How Do Demand Units Engage with You?

Usually one individual encounters your funnel and is the liaison between your company and the demand unit. This is known as the "buying scout". Buying scouts are likely the biggest users of your product in the group or perhaps the persona with the biggest stake in the solution you provide.



1 Buying scout usually conducts buyer research anonymously prior to engaging your funnel.



2 Engages and gets qualified for product interest by marketing.

3 Sales engages with buying scout. However, deal can stall if other members of demand unit not engaged.

Engage Demand Units More Effectively

1 Categorize personas in the demand unit and input them into Salesforce.

Opportunity Contact Role Picklist Values		New
Action	Values	
Edit Del Deactivate	Decision Maker	
Edit Del Deactivate	Economic Buyer	
Edit Del Deactivate	Evaluator	

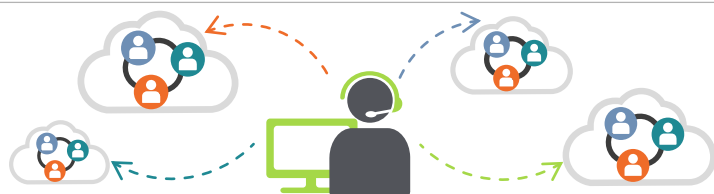
With personas tracked by your sales reps, create filters to find missing members.

Field	Created Date	Range	All Time
Opportunities with Contact Roles			
└ Role not equal to "Decision Maker"			
AND Opportunities with Contact Roles			
└ Role not equal to "Economic Buyer"			
AND Opportunities with Contact Roles			
└ Role not equal to "Evaluator"			

3 Report all Opportunities that are missing demand unit members to cover the gaps (*this one is neglecting the Economic Buyer*).

Opportunity Owner	Account Name	First Name	Last Name	Contact Role
Opportunity Name: <u>Alumicell-17</u> (2 records)				
Jay Jennison	Alumicell	Acres	Lory	Evaluator
Jay Jennison	Alumicell	Stroman	Yer	Decision Maker

Enable Sales to Close More Deals Proactively



See a how-to guide on putting buyer groups and demand units in practice. Click [here](#) to read our *Accelerating Sales Pipeline Using Contact Roles in Salesforce* guide.