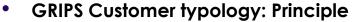
Grips Segmentation





- GRIPS condenses motivation, cognition and behavior when making purchase decisions
- GRIPS can also be applied to the B2B environment:
- Bargain Hunter: Typical purchaser who gets incentives for rebates and looses sight of the total costs of ownership
- Risk Avoider: Buyer who is afraid of making the wrong choice, often newby decider thinking "No one ever got fired for buying IBM"
- Indifferent Buyer: Doesn't want to spend too much time, not interested in extensive sales talk, often "User Chooser" without much involvement
- Loyal Buyer: Fostered by decision structures characterized by independent payer and decider roles (e.g. miles and more)
- Price Accepter: Easy to be enthused be options and innovations, experienced buyer who knows where to emphasize product quality









Bargain Hunter:

Proactive, almost aggressive negotiator, wants to be the "winner" of the sales talk

Loss Avoider:

Passive and cautious, needs counselling and advice, seeks the conformation that he did not make the wrong decision

Successful Sales Tactics:

Provide rebates, discounts of bonus options for the customer to feel that he has achieved his goal

Successful sales tactics:

Provide counselling and advice, deemphasize concerns, develop solutions which are tailor-made for the clients task