LINKAMA

LINKAMA OÜ
Oru 4, EE-67404 Otepää. Estonia
Reg. no. 11110401
EU VAT no. EE100957671
www.linkama.com

Buying motives analysis

Target group	Role (decision-maker/ introducer/expert)	Buying motive
Example (purchase of an IT system): IT manager	*Introducer/Expert*	*Fewer mistakes, better system availability, better departmental efficiency, enhancing own expert role*

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