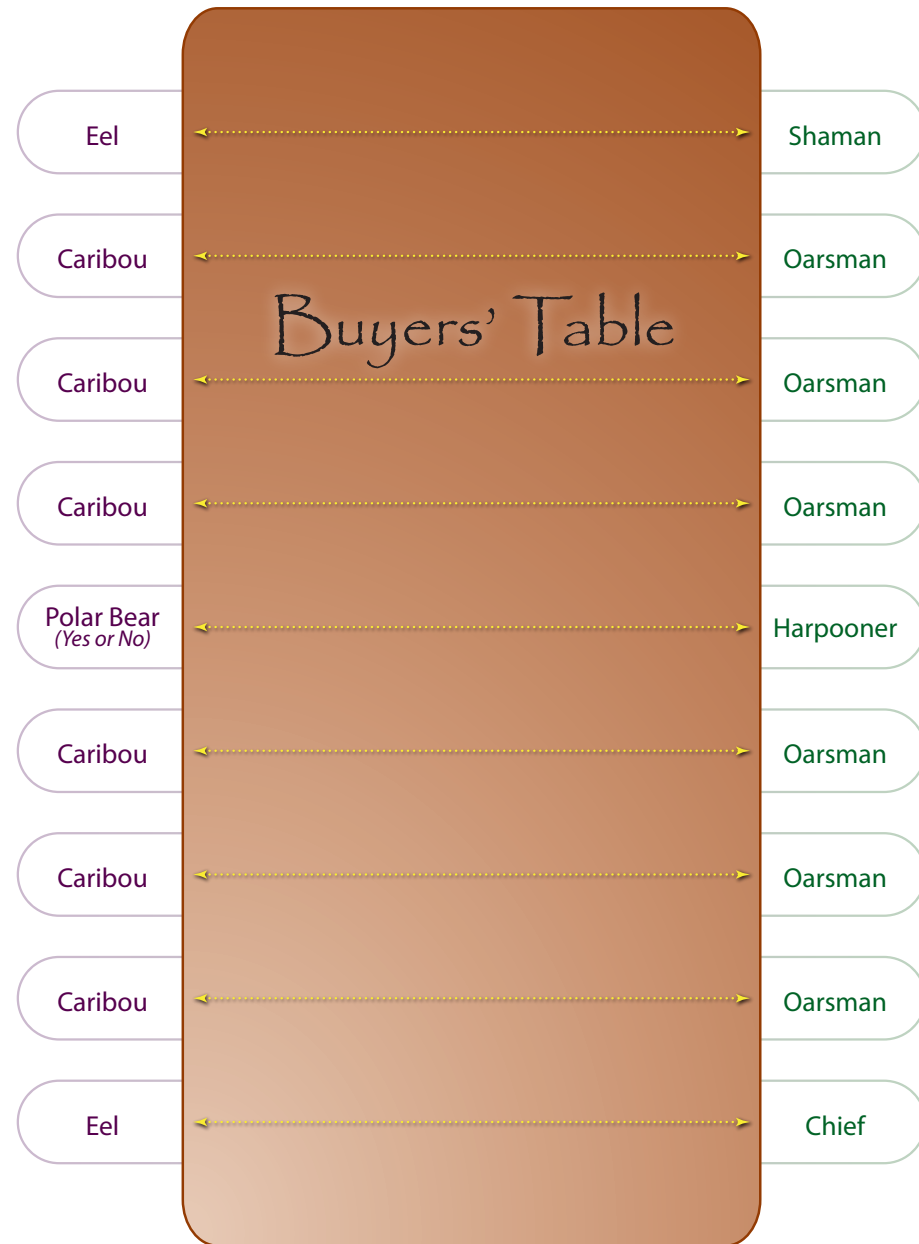


## Buyers' Table



Those at the whale company who will be affected by your company's solutions are represented by the positions at this table. These people have an enormous amount of influence on whether you get the sale.

Identify who's who, from both you company and your whale-sized prospects, so that you can bring everyone "to the table" at the right time – for the right reasons.

## Buyers' Table

### KEY:

1. **Polar Bears** are the target decision-makers at the whale company who can say "Yes" or "No."
2. **Caribou** are influencers – often technical buyers – within the whale company; however their power position only allows them to say "No."
3. **Eels** are the gatekeepers, deal spoilers, and nay-sayers at the whale company who work to prevent any sort of change.
4. **The Harpooner** is your salesperson who leads the hunt.
5. **Oarsmen** are your technical and / or operational Subject Matter Experts. They typically line up across the Buyers' Table with one or more Caribou.
6. **Shaman** is the sales leader in your organization.
7. **Chief** is the leader of your organization.

Notes: