

The PIERS Model

Discovering Customer Motivation

Decision-makers tend to act on the motivational factors that most directly impact the health and success of their business. Use the PIERS model to help identify and address the things that matter most to your customers.



Customers invest when they believe that what they are purchasing positively impacts their core concerns for their business. What kinds of questions can help you determine the source of those concerns?

Description Questions... seek to uncover a realistic picture of the business, its operations, goals, strengths, weaknesses, opportunities and vision for the future.

Impact Questions... are directed at determining the effect of current circumstances or proposed changes on the business' operations and goals.

Gap Questions... are meant draw attention and consideration to the difference between the business' current state and where they want to be.

Employ these different types of questions to craft conversations that enable you to formulate solutions that align with the customer's unique needs and buying criteria. Use follow-up questions to confirm and clarify your understanding.

P

**Productivity &
Efficiency**

- How do you conduct your business?
- Where do you experience lost time?
- Can you identify inefficiencies in your office?
- How do you keep employees productive?

I

Image

- How do you project your image in the market?
- What can you do to enhance your visibility?
- What differentiates you from competitors?
- What are your goals for your company image?

E

Expenses

- How much do you spend on telecom?
- Who manages your networks/data?
- How often do you have to leave the office?
- What major investments loom on the horizon?

R

Revenue

- How does your business generate revenue?
- What is the cost of losing one customer?
- Any plans for expanding to new markets?
- What's keeping you from that expansion?

S

**Safety, Stability
& Security**

- How are you currently protecting your data?
- What are your plans for disaster recovery?
- How do you maintain operations when away?
- What major liabilities threaten your business?