

Decision making units (Buying center analysis)

Example

VOITH

Name, Function	Role ¹	Importance ²	Attitude ³ to Voith	Voith responsible	Target	Action	Time line	Status

1)Role: DM (Decision Maker), IF (Influencer), IN (Initiator), US (User), CO (Coordinator), BY (Buyer)

2)Importance: *** (very important), ** (important), * (low important)

3)Attitude: + (Voith Promotor), o (neutral), - (Voith Opponent)
