



# P<sub>3</sub> Selling<sup>SM</sup>

## THE ESSENTIALS OF B2B SALES SUCCESS

# Estimating Decision Influence

Decision Influence (DI) Rating Table

	<b>AUTHORITY</b> <i>Traditional or Charismatic</i>	<b>DRIVE</b> <i>Problem or Decision Step/Criteria Personal Importance</i>
High	3	3
Moderate	2	2
Low	1	1

**If involved in Decision Process and DI Score of:**

5 or more = Must Meet | 4 = Meet if Possible | 3 or less = Meet if Time / Resources

EXAMPLE: A person with High Authority (3)  
plus Moderate Drive (2) has a Decision Influence of 5.

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