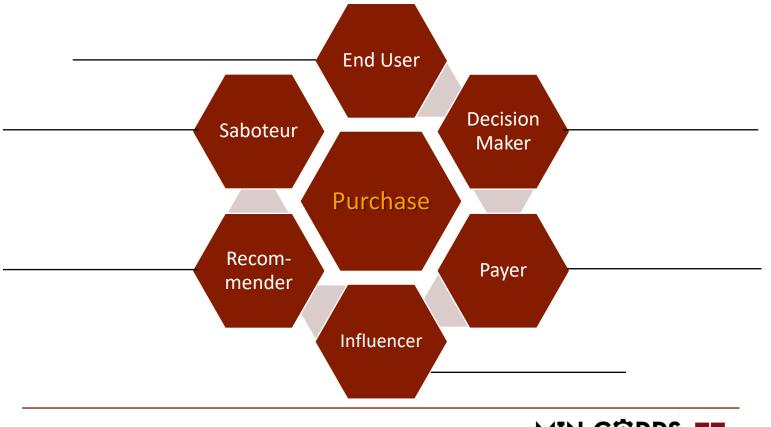
## **Customer Roles Worksheet**

For your project, list the specific role/job title that is likely to represent the various influence roles in the customer buying center. Note that some roles may not be relevant in your situation (e.g., insurance companies or "payers" play a critical role in healthcare payment, but may not be a critical role in other industries).



Created by: