

AUDIENCE	ROLE	CURRENT ATTITUDE/ POSITION	DESIRED ATTITUDE/ POSITION	KEY MESSAGES	TACTIC(S)
<i>Purchasing Teams</i>	Potential employees and customers.	Interested Afraid Threatened	Embrace change. Become a change advocate. Join ADR.	ADR is the change agent to help my company and me personally. They will make me the hero if I embrace change.	
<i>Industry Groups (vertical markets)</i>	Thought leader, educational leader, bring emerging trends to the table.	Most don't know ADR but are curious.	ADR is the leader in strategic purchasing & this topic is relevant to our members.	Strategic purchasing can deliver a competitive advantage to those that embrace it.	
<i>High Level VP of Purchasing (Level 1 thinking)</i>	Potential customers.	They understand strategic purchasing and know they need change. They may or may not know ADR.	Seek ADR's help.	ADR is your partner for strategic sourcing change.	
<i>Past Clients</i>	Repeat business and referrals.	Satisfied and pro-ADR.	Hire ADR again and refer us.	ADR is growing, healthy and successful. You always have us on your team.	

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<i>Colleges (Grad schools & business schools), including executive MBAs</i>	Students are potential customers and employees.	Some don't understand strategic sourcing & don't know us. Few know Bill through the book and teach supply chain courses.	ADR is the leader in strategic purchasing & this topic is relevant to today's business student.	Strategic purchasing can deliver a competitive advantage to those that embrace it.	
<i>Software companies</i>	Selling eprocurement software.	Want ADR as a partner to add credibility.			
<i>Small supply chain consultants (one-man shops).</i>	Potential business source and employees.	Those familiar with ADR see them as a business partner, not a competitor.	ADR can handle larger jobs that don't fit my structure and can provide work for me when I'm slow.	Partner with ADR.	

ADR North America, Influencer Matrix, 5/2/02