

The Buyer Enablement Crash Course

How to sell **with** your buyers to land larger deals.



Stage #1. Framing a high-cost, high-priority problem in writing.

Exit Criteria: Your buyer shares a written problem statement with their team, framed in a way that aligns with your solution.

Stage #2. Multithreaded validation, from different points of view.

Exit Criteria: No less than 3 buyers read your problem statement, agree, confirm it aligns with an exec-level metric.

Stage #3. A relevant executive sponsors a project.

Exit Criteria: The executive tasks their team with evaluating & recommending a new course of action.

Stage #4. The entire buying committee agrees on an approach.

Exit Criteria: The committee decides on an external solution, with a specific set of requirements that align with yours.

Stage #5. You're confirmed the provider of choice.

Exit Criteria: The committee stops other discussions and everyone's input is locked into the scope.

Stage #6. A compelling event begins driving the close date.

Exit Criteria: The committee sets a target kickoff date based on a desired outcome, and agrees to a backdated set of tasks to get them there.

Stage #7. Pricing, procurement and commercial terms finalized.

Exit Criteria: Dried ink accepting all terms of your deal.