Buyer Reality - Readiness Map

Enterprise add-on module

Used when deals involve formal governance gates (security, procurement, compliance, operability).

A practical framework to make governed buying defensible - from the buyer's perspective.

Why this exists

Some deals do not fail because a product is "bad". They fail because internal approval and adoption are not defensible inside the buyer organisation. In governed environments, buyer readiness is the set of conditions that must be true on the buyer side for a safe "yes" to be secured - and to remain safe post-signature.

What the map does

- Turns a target account into a clear "must-be-true" model (outcomes, proof thresholds, constraints).
- Surfaces the decision architecture (who sponsors, who blocks, what gets reported up, when).
- Identifies the evidence required for approval (risk, compliance, security, procurement, finance).
- Converts ambiguous "interest" into an operable path to a defensible decision.

What you receive (per target account)

- Readiness Map (6-lane model with owners, proof, constraints).
- Approval-Path Brief (what gets approved, by whom, with what evidence, on what timeline).
- Risk and Objection Register (buyer-side concerns plus proof and mitigation).
- Next-Action Plan (the minimum set of moves required to keep the "yes" defensible).

Use case: use this module when a buyer runs formal governance gates, to make sponsorship and adoption work explicit early.

The Map at a Glance

Six readiness lanes cover the buyer-side conditions that typically determine whether a governed 'yes' is defensible.

Readiness lane	What must be true	Proof required	Typical buyer owner
Business outcome	Outcome sponsored; success measurable; downside risk bounded.	Business case; KPI definitions; success milestones; rollback criteria.	Business sponsor / budget holder
Decision architecture	Roles explicit; sequence known; blockers mapped.	Stakeholder map; RACI; governance cadence; approval gates.	Program owner / PMO
Risk & compliance	Compliance comfort; residual risk accepted by accountable owners.	Risk assessment; compliance sign-off; policy mapping; auditability approach.	Risk / Compliance lead
Security & data	Data handling acceptable; security posture meets policy.	Security review; data flows; DPA; SOC/ISO evidence; pen test where required.	CISO / Security team
Procurement & contracting	Commercial path fits policy; onboarding steps are feasible.	Tender/direct award route; supplier onboarding; legal red lines; contract pack.	Procurement / Legal
Operability & adoption	Implementation feasible; ownership exists; change impact manageable.	Implementation plan; resourcing; integrations; training; BAU support model.	IT owner / Ops leader

The output is a short, shareable account-specific brief that makes governance, sponsorship and adoption work explicit.

Question Set the Map Answers

These questions are used when a deal involves formal governance gates. They expose what the buyer is after and what must be true for the decision to remain defensible inside their organisation.

Trigger & outcome

- Why now? What change or risk forces a decision?
- What outcome is the buying expected to produce - and how is it measured?
- Who is judged on results - and what does "success" look like for them?

Decision architecture

- Who sponsors, who decides, who vetoes, who implements?
- What gets reported up, in what cadence, and in what format?
- What internal comparisons will be made (status quo vs alternatives)?

Proof thresholds

- What proof is required for a safe approval (commercial, technical, risk, compliance)?
- What would invalidate the deal internally (red lines, unacceptable risk, missing evidence)?
- What is the minimum credible pilot/proof that would count as "real"?

Constraints & procurement reality

- What constraints shape the buying (timeline, tender rules, supplier onboarding, budgeting windows)?
- From whom would they realistically consider buying - and why?
- How are contracts executed: tender, framework, direct award, partner channel?

Adoption & operability

- Where does implementation live (owners, resources, dependencies)?
- What is the change impact on workflows, controls, and accountability?
- How will feedback be collected post-purchase and how will modifications be implemented?