BUYER REALITY

Weekly buyer-outcome alignment for live B2B deals.

A weekly working function that keeps messaging, sequencing, and proof anchored in how the buyer evaluates and justifies the decision - not in vendor logic.

The problem: product gravity

- Deals start buyer-centric, then drift into product talk.
- Next steps become vendor activity instead of buyer-confidence moves.
- The buyer cannot safely defend "yes" internally, so momentum stalls.

What this is

- A neutral buddy function embedded alongside the deal team (not coaching, not a replacement for sales).
- A shared operating board that stays current and keeps the narrative coherent across everyone who speaks to the buyer.
- A weekly reset that converts the week into 1-3 buyer-real moves.

What you receive (updated weekly)

Buyer Outcome Spine Primary outcome, secondary outcomes, and what "success" means in the buyer's world.	**Buyer Evaluation Model** What they weigh, what they fear, who influences, and what constraints shape approval.
Buyer-Language Spec The phrases and frames that land - and what to avoid because it triggers skepticism.	**Weekly Moves** 1-3 moves that increase buyer confidence in the decision (not generic activity).

Best entry: One-Deal Alignment Sprint (4 weeks)

Weekly 45-60 min working session on one live deal. The board stays current. You feel the difference quickly.

Enterprise governance gates? Use the separate Readiness Map module (security, procurement, compliance, operability).

The working board (shared with your team)

These headings stay visible throughout the deal. Each week, they are updated based on what is learned and what is required next.

Buyer Outcome Spine	What does the buyer need to win? What does the sponsor risk personally? What changes if they do nothing?
Buyer Evaluation Model	Who is involved? Who can block? What gets reported up? What evidence makes the decision safe?
Buyer-Language Spec	Which words map to their internal goals? Which frames are sensitive? What should never be emphasized?
Weekly Moves	The smallest set of moves that increases buyer confidence this week (questions, proof, sequencing, alignment).
Signals & Drift	What signals indicate progress? Where did the narrative drift into vendor logic and how will it be corrected?

Engagement options

One-Deal Alignment Sprint 4 weeks on one live deal. Weekly sessions + board updates. Designed to prove impact quickly.	**Portfolio Cadence** Ongoing weekly rotation across several active deals. Keeps multiple pursuits buyer-anchored.	**Team Calibration** Install the discipline as a habit using live deals as the training ground.

What must be true (quick fit check)

Fit	Not a fit
• There is at least one evaluated deal (not impulse buying). • The team can commit 45-60 minutes weekly for working alignment. • There is willingness to adjust framing when buyer reality contradicts product narrative.	• A team wants validation, not correction. • The deal is purely transactional (price and availability only). • Internal politics require "push forward" regardless of buyer reality.