Buyer enablement audit

Gartner

Leverage this tool to determine whether your content meets the qualifications of buyer enablement or to make new and existing resources more effective.

Buying job

Which specific buying job does the content enable?

- ☐ Problem Identification
- ☐ Supplier Selection
- ☐ Solution Exploration
- ☐ Validation
- ☐ Requirements Building
- ☐ Consensus Creation

Is this a buying job where customers consistently struggle?

☐ Y ☐ N

Enablement intent

How does the content support buying job completion?

Problem ID

- ☐ Compare customer's performance against peers
- ☐ Quantify cost/benefits of action/inaction
- ☐ Explore overlooked questions/ Information

Solution Exploration

- ☐ Evaluate alternatives
- ☐ Visualize solution in customer context
- ☐ Prioritize possible trade-offs

Requirements Building

- ☐ Identify solution criteria
- ☐ Prompt exploration of overlooked questions/information
- ☐ Prioritize possible trade-offs

Supplier Selection

- ☐ Compare competing supplier solutions
- ☐ Visualize solution in customer context
- ☐ Evaluate alternatives
- ☐ Prioritize possible trade-offs

Validation

- ☐ Provide unique support for customer conclusions
- ☐ Affirm readiness to move forward

Consensus Creation

- ☐ Anticipate internal debates and stakeholders' objections
- ☐ Establish frameworks for discussion and/or decision
- ☐ Define minimum thresholds for agreement

Enablement form factor

☐ Calculator ☐ Simulator ☐ Recommender ☐ Benchmark ☐ Connector ☐ Advisor ☐ Diagnostic

Essential buyer enablement design principles

The content readily enables the task.	☐ Y	☐ N
The content is relevant to the majority of our buyers.	☐ Y	☐ N
The content is easy for the customer to use quickly and effectively.	☐ Y	☐ N
The content is useful for our customers in accomplishing the intended buying job.	☐ Y	☐ N
The content is credible and does not appear to favor our products over other suppliers.	☐ Y	☐ N

Recommended buyer enablement design principles

The content is easily shareable among customer stakeholders.	☐ Y	☐ N
The content is aligned to our customers' emotional needs.	☐ Y	☐ N
The content is a confidence litmus test, indicating that the customer is confident in their ability to complete the job.	☐ Y	☐ N
The content appears supplier-agnostic, but does lead back to our unique differentiators.	☐ Y	☐ N

If you cannot answer, or have answered "no" to any of these questions above, your content does not meet the requirements to be considered buyer enablement.

To learn more about developing buyer enablement content, visit gartner.com, email salesleaders@gartner.com or call 1 866 913 6451.