

The Buyer's Matrix



Position: _____

Roles / Responsibilities

What is he/she in charge of or expected to manage?

Business Objectives & Metrics

What does he/she want to achieve? How is success measured? How is she/he evaluated?

External Challenges

What external factors or industry trends might make it more difficult to reach his/her objectives?

Strategies and Initiatives

What likely strategies and initiatives are in place to help achieve his/her objectives?

Internal Issues

What likely issues does the organization face that could prevent/hinder goal achievement?

Primary Interfaces

Who are the peers, subordinates, superiors and outsiders with whom he/she frequently interacts?

Status Quo

What's his/her "status quo" relevant to your product, service or solution?

Change Drivers

What would cause him/her to change from the status quo?

Change Inhibitors

What would cause him/her to stay with the status quo, even if they're not happy with it?