



FIELD EDITION · FOR SDRS & AES

The industry gave you data. *Not buyer intelligence.* Start here.

For years, sales tools told you the problem was your outreach — bad openers, weak personalization, wrong sequence. So you fixed it. Your outreach got more polished. The deals still died in committee.

Personalization is not buyer intelligence. Knowing someone posted about a leadership change is data. Knowing who will kill your deal, what politics are running underneath, and what language they use to justify a decision — that is buyer intelligence. Nobody gave you that.

This scorecard measures buyer intelligence depth. Not outreach quality.

HOW TO SCORE

Answer each question with the option that most honestly reflects what you actually knew before your last first touch — not what you wish you'd known. 0 points: data-level. 1 point: surface buyer intelligence. 2 points: decision calculus. Match your total to one of the four tiers on the final page.

0 Data-level

1 Surface intel

2 Decision calculus

8/16



Section I · Before the Call

001 · 004 · 8 PTS AVAILABLE

01

OF 16

Before your first call, what do you know about why this person's organization is buying right now?

- ☐ a I know their industry and company size. I assume they have the problem my product solves. 0 PT
- ☐ b I found a trigger event — a new hire, press release, or funding announcement. I know something changed recently. 1 PT
- ☐ c I know the internal pressure driving this conversation. I know whether this is their initiative or something they were handed, and whether they're building a business case or defending budget they already have. 2 PT

02

OF 16

What do you know about who else is involved in this decision?

- ☐ a I know the title of the person I'm calling. I'll discover the committee as the deal progresses. 0 PT
- ☐ b I've mapped the org chart. I know the likely stakeholders by function: IT, Finance, Legal, end users. 1 PT
- ☐ c I know who the political sponsor is and who the quiet blocker tends to be. I know which stakeholder group historically kills deals at this buyer type, and why. 2 PT

03

OF 16

What do you know about how this buyer type thinks about risk?

- ☐ a I know they'll have objections about price and implementation. I've got answers ready. 0 PT
- ☐ b I know the common objections in this vertical. I've prepared for 'we tried something like this before.' 1 PT
- ☐ c I know the specific risk calculus this buyer role carries into every vendor conversation — whether their primary fear is cost overrun, political exposure, or disrupting something that is currently working. 2 PT

04

OF 16

What do you know about the internal language this buyer uses?

- ☐ a I speak in the language of my product category. They'll understand the value once I explain it. 0 PT
- ☐ b I've researched their website and recent press releases. I'm mirroring their industry terminology. 1 PT
- ☐ c I know the specific words this buyer type uses to describe the problem — the words that appear in their board updates, internal project names, and budget justification documents. 2 PT



Section II · Inside the Deal

005 · 008 · 8 PTS AVAILABLE

05

OF 16

What do you know about what success looks like for this person — professionally, not just functionally?

- ☐ a I know the business outcome my product delivers. That's their success metric. 0 PT
- ☐ b I've thought about their KPIs. I can tie my product to the metrics their function is measured on. 1 PT
- ☐ c I know what a win looks like for this person's career — whether they need a visible quick win, a long-term transformation story, or protection from something going wrong. 2 PT

06

OF 16

What do you know about the deals your competitors have won and lost with this buyer type?

- ☐ a I know my product is better. I'll handle competitive questions if they come up. 0 PT
- ☐ b I know which competitors are likely in the conversation. I've got a comparison ready. 1 PT
- ☐ c I know why solutions win and lose with this specific buyer role — what objection surfaces, at what stage, from which stakeholder, and how the deals that closed got past it. 2 PT

07

OF 16

What do you know about what will slow this deal down before it closes?

- ☐ a I'll qualify for decision timeline on the first call and manage from there. 0 PT
- ☐ b I know deals in this vertical tend to have long legal review cycles or require IT security sign-off. I plan for it. 1 PT
- ☐ c I know the specific friction points inside this buyer's organization — which internal approval step gets missed, which late-arriving stakeholder tends to reopen closed conversations. 2 PT

08

OF 16

What do you know about what this buyer has tried before, and why it didn't work?

- ☐ a I don't know their history with this problem. I'll find out during discovery. 0 PT
- ☐ b I know the broad category of solutions they've used and the general reasons buyers in this space have tried and failed to solve this. 1 PT
- ☐ c I know the specific failure mode this buyer type has experienced — not just the functional failure but the political one. Who got blamed. What they told leadership. Why the next vendor starts at a disadvantage. 2 PT



Your result.

[FIND YOUR RANGE](#) · [YOUR TIERS](#) ← →

0 – 5

Contact-Level Rep

You know who you're calling. You don't know what you're walking into. Your prep is demographic: title, company, industry. That's enough to get the meeting. It is not enough to win it. You'll hit a wall the moment a second stakeholder shows up in the room, and you won't see it coming.

Next: BIA gives you the full buying committee map, the political dynamics, and the specific risk profile for this buyer before you dial.

6 – 9

Trigger-Trained Rep

You've learned to prep. You use signals: job changes, news events, funding rounds. You know how to look ready. But you're building on surface data, and the deal doesn't live on the surface. It lives in the conversation between your buyer and the three people they have to convince after you hang up.

Next: BIA gives you the internal language, the stakeholder map, and the decision calculus your buyer is carrying into every room you're not in.

10 – 13

Situational Reader

You're good at this. You read buyers well in the room, you adjust on the fly, and you recognize when something is off. But you're doing it reactively, call by call — pattern-matching from your own history. You carry blind spots about buyer types outside your deepest experience.

Next: BIA gives you pre-built buyer intelligence on the profiles you encounter less often, and a forcing function to go deeper on the ones you already know.

14 – 16

Politically Literate Rep

You understand that the deal doesn't live in the conversation with your champion. It lives in the conversations you're not part of. That's the right frame. And you're still missing pieces. Do you know which stakeholder most often kills deals quietly, weeks after you think it's closed?

Next: Even at this level, there are gaps. BIA closes them.

Most sales tools gave you better ways to reach buyers. None told you what happened after you left the room.

The person most likely to kill your next deal is already on that committee. Do you know who it is?

Free 14-day trial at getbuyerintel.ai/Simulator/ — no credit card required.

GET STARTED WITH A FREE TRIAL

GetBuyerIntel.ai →

This is a small sample of what BIA produces before your first call.

BIA generates a full buying committee map for every persona — showing each stakeholder's relationship to your champion, how they influence the decision, and where the silent vetoes live. This is what you see before calling on a Regional Hospital CIO.

STAKEHOLDER	RELATIONSHIP TO CIO	INFLUENCE TYPE	STRATEGIC ALIGNMENT	BUDGET AUTHORITY	CLINICAL VETO
CFO	Peer / Co-Approver	Budget Veto	Moderate	High	No
CMIO	Direct Report or Peer	Clinical Champion / Practical Veto	High	Low	Yes
CISO	Direct Report	Technical / Compliance Veto	High	Low	No
CNO / CNIO	Peer	Practical Veto (Nursing)	Moderate	Low	Yes
General Counsel / Privacy Officer	Peer	Compliance Gatekeeper	Moderate	Low	No
COO	Superior or Peer	Strategic Veto	Moderate	Moderate	No

Buying committee map generated by BIA for the Regional Hospital CIO persona — available across all 50+ personas at [getbuyerintel.ai/Simulator/](#)

The CIO won't tell you they're worried about nursing adoption. The CNO will kill it quietly, three weeks after your demo.

BIA shows you who's in the room before you walk in.

Free 14-day trial — no credit card required. [getbuyerintel.ai/Simulator/](#)

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What's running in her head before you speak.

WHAT SHE CARES ABOUT	WHAT SHE FEARS
Patient safety impact of every technology decision — it's her filter before anything else	Deploying a clinical tool that causes an adverse event due to a workflow failure or bad data
Clinical physician satisfaction with technology — her reputation depends on it	Losing physician trust by championing a tool that gets rejected post-deployment
Long-term vendor partnership — healthcare is a 5–10 year commitment, not a transaction	Vendors who oversell capabilities and underdeliver on Epic integration timelines
Regulatory defensibility — HIPAA, OCR, TECCA, CMS interoperability all land on her desk	An OCR audit triggered by a PHI breach from a third-party vendor she approved
Epic platform coherence — every new tool must integrate cleanly or create technical debt	A fragmented tool portfolio that creates security gaps and clinician workarounds
Institutional stability — implementations that destabilize clinical operations are career-ending	A go-live that forces ambulance diversions or clinical downtime (the Ascension scenario)

She's already imagined five ways this goes wrong before your first slide. Most vendors never find out.

BIA gives you her fear map. Walk in knowing what she's defending against.

Free 14-day trial — no credit card required. getbuyerintel.ai/Simulator/

GET STARTED WITH A FREE TRIAL

GetBuyerIntel.ai →