OVERVIEW

Buyer Role Map

Diagnose the situation, choose a target and capture the first insight.

CLIENT / ACCOUNT	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to distinguish the sponsor, manager and rep buying motives. Leave with a three-role buying-motive map that can be tested in real, buyer-respectful work.

WHY THIS MATTERS

Start with client interviews, sales performance data and coach discovery notes. Watch for writing one message for three distinct buyers. Review multi-role meeting acceptance as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Buyer fit		
02 Problem clarity		
03 Proof quality		
04 Differentiation		
05 Message recall		
06 Commercial relevance		

QUICK REFLECTION

Which dimension is the best starting point for this focus: distinguish the sponsor, manager and rep buying motives?

DEEP WORK I

Buyer Role Map

Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review client interviews, sales performance data and coach discovery notes. What observed moment shows the need to distinguish the sponsor, manager and rep buying motives?

02 What did the buyer, seller or sponsor actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to distinguish the sponsor, manager and rep buying motives, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: Who feels the pain but cannot authorize a programme?

06 How could you replace writing one message for three distinct buyers with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Buyer Role Map

Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a three-role buying-motive map contain to help the user distinguish the sponsor, manager and rep buying motives? Name the first two decisions it supports.

08 Where might writing one message for three distinct buyers show up? How will you notice it and adjust before a client or buyer is affected?

DECISION GRID

Complete five rows while building a three-role buying-motive map. Use only approved, non-sensitive examples.

CHOICE	BUYER / TEAM IMPACT	EVIDENCE	DECISION
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: Who feels the pain but cannot authorize a programme? Check: multi-role meeting acceptance.

ACTION PLAN

Buyer Role Map

Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from client interviews, sales performance data and coach discovery notes.	
02 BUILD	Draft a three-role buying-motive map using that evidence.	
03 REHEARSE	Practise the move with a coach or peer and request one correction.	
04 TEST	Try it in one relevant, permissioned buyer or client interaction.	
05 ADAPT	Review multi-role meeting acceptance and change one thing.	

SUCCESS METRIC

Leading signal: multi-role meeting acceptance. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

Buyer Role Map

Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a three-role buying-motive map to distinguish the sponsor, manager and rep buying motives.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE

DATE

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE BUYER OR CLIENT'S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW

ACCOUNTABILITY PARTNER

Keep buyer and client data private. No results are guaranteed.