BUYER QUESTION BRIEF

Start with a decision you need to make

Use this brief when your team needs to learn something from buyers before deciding what to do. It helps you choose who to hear from, what to ask and how the answers could change your plan.

> Use this with your team. Read the fictional example, then complete the worksheet pages that follow. You can start with what you know and return to open questions. Leave out personal or confidential buyer information.

A fictional planning example

A cloud services firm is preparing a campaign for infrastructure leaders. Marketing plans to lead with lower costs. Some recent sales notes mention a different concern: moving critical applications without interrupting the business.

This illustrates the method; it is not a client result or market finding.

Decision - Choose whether the campaign should lead with cost control, disruption risk or another concern buyers raise. The marketing lead needs the brief before approving content.

People to hear from - Infrastructure and application leaders involved in a recent or planned move of critical applications. Keep customer and prospect responses separate.

Known and assumed - A limited set of sales notes mentions disruption. The belief that cost matters most is still an assumption.

Question to ask - Think about a recent or planned application move. What most affects whether your team goes ahead, and why?

How an answer could change the plan - If disruption is a recurring concern in this group, test content about planning and responsibility. If concerns differ by role, consider separate messages. If the evidence is thin, keep the decision open.

Limit and next step - These conversations explore concerns; they do not show how common a view is across the whole market. The team will review the findings before approving the campaign. Participation alone does not permit a sales call.

BUYER QUESTION BRIEF

Your buyer question brief

Using the worksheet

Save a copy before typing, or print it and write by hand. Fill in what you know; write "To confirm" for an open decision. Save and reopen your copy to check that entries remain. If your preview does not accept typing, open the saved file in a PDF app that supports forms. Each box is for short notes; use a separate page for a longer answer. Nothing is sent automatically.

1. What decision do you need to make?

Name the choice the research should inform, such as which message to lead with or which buyer concern to address. A broad goal such as "grow awareness" does not tell you what to ask.

Up to 300 characters

2. Who will make that decision, and by when?

Name the person or role that can change the plan, plus the review date. This may differ from the person collecting the answers.

Up to 300 characters

3. Who can answer from experience?

Describe their responsibility, relevant experience, company or account type and region. Say who is outside the scope. For example, an application owner may know more about disruption than someone with a senior title but no role in the change.

Up to 300 characters

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Your buyer question brief

4. What do you already know, and where did it come from?

List the observations or records, their dates and any contrary evidence. Separate "three sales notes mention delays" from "buyers usually delay". Keep personal details in your approved system.

Up to 300 characters

5. What are you assuming that still needs checking?

Write the belief the team might be wrong about. Include what could challenge it. In the example, the untested belief is that cost is the main reason buyers act.

Up to 300 characters

6. What will you ask?

Draft the main question in the words a participant will hear. Ask about their situation before offering your explanation. Leave room for another concern, disagreement or "not sure".

Up to 300 characters

7. How could different answers change your plan?

Write at least two plausible answers and what you would do in each case. Include what you will do if the evidence is mixed or too limited to decide.

Up to 300 characters

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8. How will you collect and interpret the answers?

Note how people will be selected, the proposed method and what needs review with the research team. State what this group cannot tell you. A few convenient conversations or a peer discussion do not represent the whole market.

Up to 300 characters

9. How will you record each person's choices?

Record research participation, any requested content and any permission for a sales call separately in the approved system. Answering a question does not by itself permit commercial follow-up.

Up to 300 characters

10. Who owns the findings and the next action?

Name who will review the evidence, who will handle any permitted follow-up, and the next action and review date. If something is unresolved, give it an owner instead of treating it as agreed.

Up to 300 characters

Before using the brief

Check that each question could affect the decision, that someone can disagree with the premise, and that your interpretation stays within what the method and participants can support.