BIO™ Worksheet

Axiom's Buyer Information Objectives (BIO) represent everything buyers AND sellers need to know in order to help the buyer make the best decision possible for their business. Below is an overview of these information objectives, followed by the BIO Worksheet, a note taking tool designed to help you people gather this information more efficiently. You are free to use the BIO Worksheet at no charge and are encouraged to share it with others.

If you'd like more information about how Axiom can help your people become more effective and efficient at gathering and utilizing this information to help your prospects and customers, simply email us at info@axiomsales.com or click here to schedule a brief call with us. We welcome an opportunity to help you in any way we can.

Buyer Information Objectives

Business State and Gaps – This represents all of the issues in your buyer's business, and any gaps between where they are and where they want to be. Ultimately, the decision to buy a particular solution will be based on the buyer's belief about the impact it will have on their business. Therefore, we want to understand as much about what is happening in their business as possible. This would include items such as their goals, plans, strengths, weaknesses, opportunities, and threats.

Commonalities – These are similarities that exist between your company and your buyer's company and/or you and your buyer as well as the buyer's perception of the relative importance of these characteristics. This can include things like values, geography, or affiliations.

Evaluators – This is the complete list of everyone who will be involved in this evaluation, including the roles they will play and the level of influence they have in the decision. Evaluators can play multiple roles, and multiple evaluators can share a role. Whatever influence an evaluator has caries with them in every role they play. For complex opportunities, this also includes identifying or perhaps cultivating the key role of champion/coach.

Decision History – This is the previous experience each evaluator has in making decisions like this one. Their past experience can shape and influence this decision; therefore, it is essential to understand.

Alternatives and Favored Alternative – Here we want to understand the other options the evaluators are considering. While this is often thought of as other solutions that might compete with what we offer, it could also be alternative projects or initiatives competing for the same resources as this one. Not only do we want to know all the alternatives being considered, but we also want to know which alternatives, if any, are favored by each evaluator and why. Understanding which alternatives are being evaluated is a key step to determining which alternative is best.

Current Solutions – We want to understand what the buyer is currently using to address the issues prompting this evaluation – in fact it would be helpful to understand all the products they use in this particular area, what support they are being provided, they companies that provide those solutions and what they are presently paying for these solutions. In making decisions, buyers will frequently compare what they are considering to what they have now, which is why it is important for us to discuss this with them openly.

Decision Criteria – Here we want to understand how each evaluator will determine which solution is best for their business. We know they will do this by evaluating each solution in four areas: the product characteristics, the support, the company that provides it, and they financial characteristics of the solution. Whichever alternatives provides the best combination of these four things will be deemed best overall. It is worth noting here that not all evaluators will consider all four compartments – particularly in more complex scenarios, evaluators will tend to specialize. For example, when investing in new technology, the company CTO or IT vice president may be responsible for determine which product is best, while a CFO or procurement specialist will be responsible for evaluating the financial characteristics of the proposed solutions. The more complete and clear the criteria are, the better we and our buyers can understand which solution is best. Obviously, this can help us win more business, but it can also help us waste less time pursuing business we cannot win.

Decision Stages – This represents all the steps the buyer will take between now and the time they implement a solution. Not only is it important to understand their timeline, but we also want to know what is driving it. If the event that is compelling them to make this decision is delayed, it may well impact this decision as well. We want to avoid situations where we present recommendations and solutions to buyers well before they are able to make their decision. Nothing good happens during this period as it creates the potential that they forget what we showed them, or even that their criteria changes and we don't have an opportunity to adjust accordingly. Neither the buyer nor seller is served when solutions are presented too early in their process. When there is no event driving the decision, it is incumbent on us to help buyers tie this decision to compelling business impact that is sufficient to justify the energy spent on the evaluation and the investment in a solution. Neither buyer nor seller is served by protracted evaluations that result in no solutions being implemented.

Using the BIO™ Worksheet

The worksheet is designed to be completed for each evaluator with whom you meet. In a complex opportunity, you may have several worksheets, however not every section will be completed for each person. For example, if while meeting with the CFO you determine they will only evaluate the financial characteristics of your solution, the product, support, and company criteria sections would be blank for this evaluator. Those sections would be completed based on conversations with people who are evaluating those particular areas.

This tool is also designed to flow in the order most efficient for your discussion:

- Learning about your buyer's business
- Understanding their criteria
- Sharing some information about your company
- Defining their decision process

It is important to only populate the worksheet with information you have either gathered directly from your contacts or validated with them during your conversations. This approach will allow you to quickly see what you have missed so that you can revisit open areas before developing and presenting any recommendations.

Over the last thirty years thousands of salespeople have found that using the BIO Worksheet to capture and/or analyze information about their opportunities dramatically improves their understanding – increasing their chances of winning business they can and should win, while saving them from time wasted on business they cannot win. We hope you will experience similar success and are ready to help you in any way we can.

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BIO™ Worksheet

Background Data			
Company	Opportunity		Date
Contact Name	Title	Department	Reports To

Business State and Gaps			
Area	Description	Impact (PIERS)	Gap (PIERS)

Evaluators Identified
Commonalities Uncovered
Decision History
Current Solutions

Alternatives and Favored Alternative

Product Criteria			
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence

Support Criteria			
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence

Company Criteria			
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence
Description	Impact (PIERS)	Criterion (PIERS)	Evidence

Financial Criteria	
Financial Alternatives	Budget/Mindset

Decision Stages and Next Steps	
Event	Time Frame

