I WILL BE FRANK WITH YOU

# THE BUYER CARD

Who they are. Their role and the kind of company.

What they're accountable for. What their boss measures them on.

What they're trying to get done.

How they do it today.

Where it breaks today.

What started them looking. The moment something changed.

What they're trying to achieve. Their goal, not "buy from us."

Where they start. How they'd land on a site like this.

Who else has to say yes.

What would make them doubt us.

What would tell us in 90 days we picked wrong.