



SALESDRIVER FIELD GUIDE #04

The Buyer State Diagnostic

A simple scoring model for deciding what a live account needs next.

Pipeline stage tells you where the seller put the opportunity. Buyer state tells you whether the buyer can actually move.

Use this guide to:

- Score a real opportunity in under 10 minutes.
- Expose the dimension blocking movement.
- Choose a next action tied to the diagnosis.

Built for operators, sales leaders and reps who want fewer disconnected tools and better buyer context.

New \$99 SalesDriver Platform: B2B data, CRM, email + LinkedIn outreach, email verification, company visitor identification, personalized landing pages at scale, AI, automation and 100+ mini tools.

Score seven dimensions from 0 to 3

Do not average away a fatal weakness. A deal with six strong dimensions and zero internal alignment is still a deal that can die.

Dimension	0	1	2	3
Problem	No clear problem	General pain	Specific problem	Cost/consequence understood
Urgency	No timing	Loose interest	Timing discussed	Forcing event / deadline
Trust	Low credibility	Curious	Evidence accepted	Buyer advocates for solution
Risk	Change feels dangerous	Concerns unresolved	Risks understood	Risk plan accepted
Alignment	Single contact	Other names known	Key roles engaged	Decision group aligned
Value	Generic benefits	Some value	Value tied to priorities	Economic/operational case is clear
Path	No process	Unknown process	Steps known	Owners, dates and approvals known

Calculate two numbers

Movement Score: total the seven dimensions. Maximum 21. Weakest Link: circle the lowest individual dimension. The weakest link often matters more than the total.

Score	Interpretation	Default posture
17-21	Buyer can plausibly move	Advance
12-16	Real opportunity, but one or two dimensions need work	Diagnose and intervene
7-11	Interest exists without enough buying structure	Build case / multi-thread
0-6	Mostly seller-created opportunity	Re-qualify or deprioritize

Next action matrix

Weakest dimension	Useful next action	Bad default
Problem	Quantify current-state cost; ask for specific operational consequence	Another product demo
Urgency	Find a forcing event, deadline or consequence of delay	Artificial "just checking in"
Trust	Use relevant proof, reference, evidence or a smaller commitment	More feature claims
Risk	Name implementation/switching risk and build a mitigation plan	Pretend risk does not exist
Alignment	Map stakeholders and create a reason to involve them	Rely on one champion
Value	Tie outcomes to a metric the buyer already cares about	Generic ROI calculator
Path	Clarify approvals, procurement, security, budget and decision timing	Assume the buyer knows the process

Account worksheet

Account	Opportunity owner	Current CRM stage	Movement score	Weakest link

Dimension	Score 0-3	Evidence	What would improve it?
Problem			
Urgency			
Trust			
Risk			
Alignment			
Value			
Path			

The rule

A next action should be a hypothesis: “If we do X, we expect buyer state Y to improve because Z.” If you cannot explain the expected movement, you may be adding activity rather than advancing the deal.