# Tool 3: Best Fit Buyer Finder

## Which decision-maker roles do you mostly engage with in Best Fit Client Enterprises?

Now you know what your Best Fit Clients have in common (Tool 2: Best Fit Client Finder) now can define the best roles to engage with during the marketing and sales process. If you deal with small to medium sized large enterprises, you might have 3-4 of these; for large enterprises it will be more. You want to focus on the roles of key decision-makers and influencers, not the many others. Usually there will be a mix of business roles (CEO, CFO, COO), technical (CIO, ITM) and maybe a role unique to client type (e.g. Planning Manager in a Local Council).

**Q: Who are your Best Fit Buyers?**

Take your Top 5-10 Best Fit Clients (Tool 2: Best Fit Client Finder) and list them below. Add the main decision-maker roles you engage with, especially those who can be obstacles (like CIOs and ITMs). Then define who the Power Sponsor is – the one who influences or over-rides the rest.

**This tool shows you exactly what buyers to look for**.

| Who are the main roles you engage with in Best Fit Organisations? | | | | | |
|---|---|---|---|---|---|
| Co Name | Role 1 | Role 2 | Role 3 | ...Role 10 | Power Sponsor |
| 1 | e.g. COO | CFO | IT Manager | Planning Manager | CFO |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| ...10 | | | | | |