

# Champion Enablement Kit

Five content layers your buyer champion needs to sell internally. Check what you have, identify what's missing, close the gaps.

**How to use this:** For each layer, check the content you already have. Empty boxes = gaps where your deals are stalling. Prioritize by where deals die: most teams are strong on Layer 3 (proof) and weak on Layers 1-2 (business case and technical validation).

## 1 The Business Case CFO, VP Finance, Budget Holders

- ROI calculator/framework with pluggable numbers (not generic claims)
- Cost of inaction analysis (what NOT solving this costs them)
- Transparent pricing (champion can state cost without surprises)
- Total cost of ownership comparison vs. status quo

## 2 Technical Validation IT, Security, Compliance, Legal

- Security documentation (SOC 2, GDPR, data residency, encryption)
- Integration specifications (specific platforms, not just "we have an API")
- Implementation timeline with honest expectations
- SSO/SAML support documentation
- Data handling and privacy policy (forwardable to legal)

## 3 The Proof Skeptical Stakeholders, Anyone Not in the Demo

- Case studies matched by company size AND industry AND use case
- Specific outcomes with numbers ("reduced X by Y%")
- Customer quotes formatted for forwarding (2 sentences, attributable)
- Customer reference contacts organized by vertical

## 4 The Vision VP, Leadership, Strategic Decision Makers

- Industry trends and market context (why this category, why now)
- Competitive positioning that's honest about tradeoffs
- Product roadmap highlights (trajectory, not just features)
- One-page executive summary (scannable in 60 seconds)

## 5 Quick Wins End Users, Potential Adopters

- 2-minute demo video or interactive walkthrough (real usage, not polished tour)
- "Day 1" content showing what the first hour looks like
- Before/after workflow comparisons with screenshots
- FAQ addressing "will this make my job harder?" concerns

LAYER	HAVE IT?	CURRENT? (1-5)
1. Business Case	<input type="checkbox"/> Yes <input type="checkbox"/> No	---
2. Technical Validation	<input type="checkbox"/> Yes <input type="checkbox"/> No	---
3. Proof	<input type="checkbox"/> Yes <input type="checkbox"/> No	---
4. Vision	<input type="checkbox"/> Yes <input type="checkbox"/> No	---
5. Quick Wins	<input type="checkbox"/> Yes <input type="checkbox"/> No	---

### THE FINDABILITY TEST

For every box you checked: can your champion find this content at 9pm on a Tuesday without asking anyone? If not, it might as well not exist. Organize by buying stage + stakeholder, not by content type.