

# *How to use this pack*

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B2B buying isn't a straight line – it's messy, full of detours, and usually involves a lot of cooks in the kitchen. This template is here to help you cut through that chaos.

Use it to track where your buyers are in their journey, who's involved, what's slowing things down, and what you can do to keep the momentum going. It's designed to make your sales process more helpful for your buyers.

Start where you are, build as you go, and make it your own, but if you need a headstart, we've given you a few examples.

Let's help buyers buy.

# Buyer journey tracker

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Help sales reps identify where the buying group is in the process — because it's not linear, and they may loop back or be in multiple stages at once.

Buyer account	Primary contact	Current stage	Evidence of stage	Additional stages?	Notes
Acme Inc.	Jane Smith	2. Exploration	Downloaded white paper, asked for demo	3. Outlining requirements	Waiting on IT sign-off

# Key buyer roles & influencers tracker

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Make it easy to log who's involved, their concerns, and what they need to move forward.

Name	Account	Department	Influence level	Priority/ concern	Preferred content format	Notes
Jane Smith	Head of Ops	Operations	Champion	Ease of integration	One-pager, video	Wants IT looped in early
Bob Lee	CFO	Finance	Decision-maker	Cost ROI	ROI deck, spreadsheet	Needs a business case

# Friction & objection tracker

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This section helps you to preempt or resolve friction seamlessly.

Account	Friction point	Detected	Enablement tool	Action taken	Owner	Notes
Acme Inc.	Misalignment on solution scope	<input checked="" type="checkbox"/>	Solution Comparison Guide	Shared via email	John S.	Follow up scheduled
		<input type="checkbox"/>				
		<input type="checkbox"/>				
		<input type="checkbox"/>				
		<input type="checkbox"/>				
		<input type="checkbox"/>				

## Recommended enablement assets

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This section serves as your quick reference to what assets to use and when.

Journey stage	Asset name	Description	Link	Best for (role)
1. Problem identification	Trends Report 2024	Highlights urgency of change	[Insert link]	Execs, VPs
2. Exploration	Comparison Grid	Side-by-side vendor matrix	[Insert link]	IT, Consultants
4. Supplier selection	Testimonial Video	Peer proof, builds trust	[Insert link]	Champion, end-user