

Decision Criteria

Help your buyers choose the right
solution

emple



Decision Criteria



A buyer comes to our business knowing how they will be evaluating our offering and will be looking for our response to these.

By understanding the criteria that shape their choices, businesses can tailor their approach, align their offerings, and address buyer needs more effectively. This comprehensive understanding empowers businesses to create compelling value propositions, build trust, and deliver solutions that perfectly align with buyer expectations.

What is decision criteria?

Decision criteria refers to the specific set of factors and considerations that potential buyers evaluate when making a purchasing decision. Typically, these revolve around recurring themes such as price, confidence in quality outcomes, clarity on the process, time frames and convenience. It will often also include elements such as product features and it is essential that we are able to speak to how our offering and our competitors meet these criteria.

Decision Criteria comes in two forms

The criteria
your buyers
know they have

The criteria
you educate
them on

When we answer their decision criteria, we help them make their decision faster and more easily.

But what is often more important is the latter.

When we educate them on the importance of our blue ocean criteria, this causes a shift in their decision-making process. These are often based on the intangible value we offer, which we call 'blue ocean criteria'.

Why is Blue Ocean Criteria so important?



To really connect with our potential clients, we need to address both types of decision criteria.

To start we reframe existing criteria by addressing the underlying goals such as

- Price is not the sticker price but the value for money by ROI or risk reduction
- Credibility is really about feeling confident and safe of achieving their outcome
- Smooth process is about clarity, comfort and an understanding of 'what it will take'.

From there will also introduce the blue ocean criteria. At its core, Blue Ocean Criteria allows us to differentiate ourselves. They should showcase the greatest value of our offering and be areas where we have no direct competition.

Some examples of potential blue ocean criteria include

- A proactive approach to assessing and solving problems
- A brains trust of people to work with
- Recommended provider
- Holistic product offering

Remember, these are only examples and Blue Ocean criteria is inherently unique and tied to individual companies.

It is important to remember too that Blue Ocean criteria often involves an education piece, as we need to explain to our potential clients why this criteria is actually so important. In doing so, we are showing how offering as the only one who meets their criteria and the buyer will have to analyse our value vs our competitors differently.