B2B ANALYTICS INSIGHTS

The Four Question Test

A ten minute diagnostic for any analytics product, score, rating or model.

Score each question from 0 to 2. A product that cannot answer one of the four is not ready for a buyer, however good the model is underneath.

1 What does it do?

2 One sentence, in the language of the decision it changes. **1** Explained in analytics terms only. **0** Cannot be explained without a specification.

2 Who is it for?

2 A named role with a named decision and a budget. **1** A department, not a person. **0** Everyone, which means no one.

3 What is the alternative?

2 A named alternative and a stated reason to switch. **1** A vague sense that nothing else works. **0** No alternative considered.

4 Why would someone pay for it?

2 Tied to a named financial outcome the buyer already tracks. **1** Tied to efficiency with no number. **0** Priced on effort rather than value.

READ THE TOTAL

7 to 8 **The product has a case.** Move to pricing and launch. Spend the time on evidence, not on positioning.

4 to 6 **The case has a hole.** The missing points name the exact conversation to have next. Fix the lowest score first.

0 to 3 **This is a capability looking for a problem.** Do not build the roadmap until question two has a name attached to it.