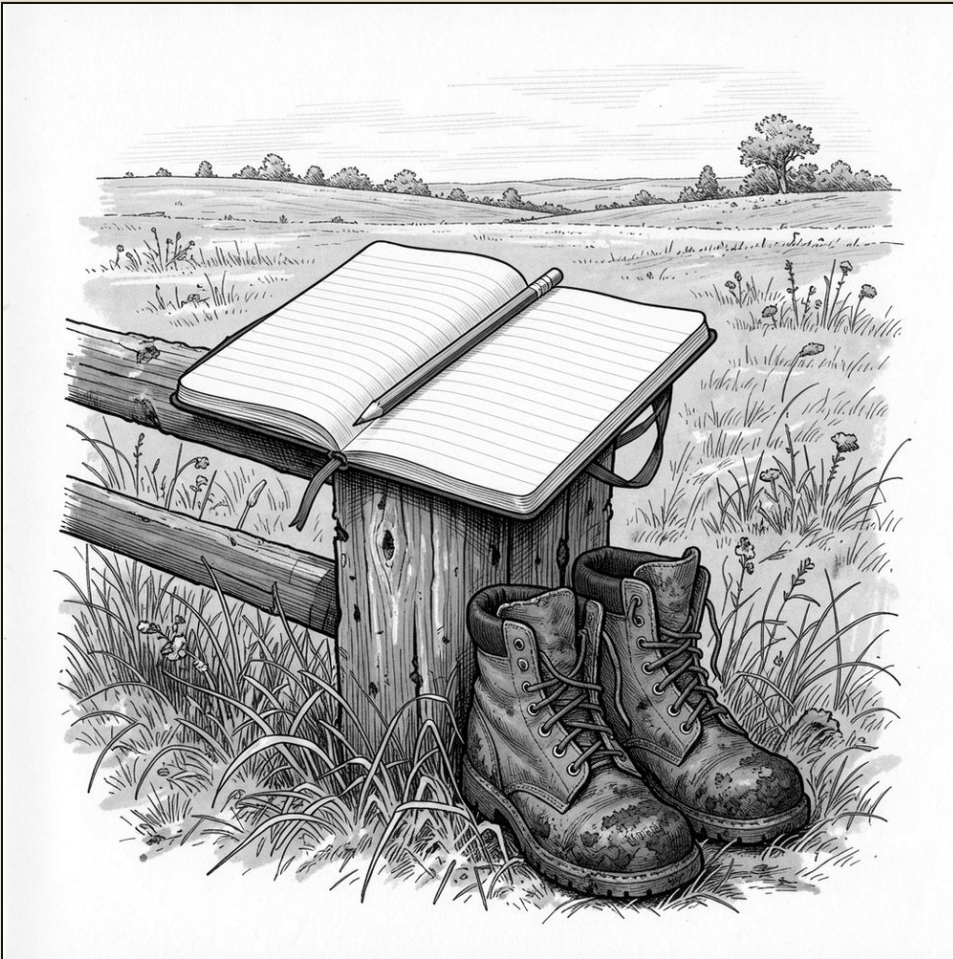




FRAMEWORK

Field Research

Where convictions come from

THE PROBLEM

The people writing the messaging are usually the furthest from the buyer.

The language that would make it land gets said out loud every day, on sales calls, in support tickets, in a Reddit thread at 11pm. It disappears the second the call ends.

**If nobody can point to where a line
came from, it probably came from
a meeting.**

Part 01

Five sources

FIVE SOURCES

Each one knows something the others don't.

- 01 **Customers.** The words they use for the problem, and the objections nobody wrote down

- 02 **Experts.** The claims you can defend, and the proof underneath them

- 03 **Communities.** What people say when no vendor is in the room

- 04 **Inside the building.** What leadership believes and hasn't written down yet

- 05 **The answers.** What search and AI already say about you

THE TRAPS

Each source has one way to fool you.

- 01 Only talking to your happiest customers
- 02 Mistaking expert jargon for buyer language
- 03 Treating the loudest thread as the market
- 04 Transcribing the strategy deck
- 05 Checking the answers once

Part 02

What to pull

Every conversation goes in the same shape.

- 01 **Their words**, verbatim
- 02 **Objections**, and how they got handled
- 03 **Stakes**: what goes wrong, and for whom
- 04 **What landed** on the call
- 05 **Alternatives**, including doing nothing
- 06 **Beliefs** said as if they were obvious

HOW MUCH IS ENOUGH

You've heard enough when you can predict the next answer.

For one audience, eight to twelve customer interviews usually gets you there. Start inside the building, go out, then bring what you found back inside.

Part 03

Sorting the signal

COUNT ACROSS SOURCES

One customer is a quote. Three sources saying it is a pattern.

Weight what comes up unprompted. If you had to ask about it, it matters less than what they brought up in the first five minutes.

INSIDE VS. OUTSIDE

The gap is where most of the work is.

- 01 **Leadership and customers agree:** you have proof. Say it plainly

- 02 **Customers are ahead:** the story has fallen behind the product

- 03 **The company is ahead:** find three customers who agree before you build on it

**The conviction is usually what
buyers already suspect **that
nobody in the category has said
out loud.****

KNOWING IT WORKS

Four signals.

- 01 Sales uses the lines before anyone asks them to
- 02 Customers repeat the messaging back to you
- 03 Review rounds get shorter
- 04 You show up in the answers for buyers' real questions

**Every framework after this one
assumes somebody went and
asked.**