
OUTCOMES INVENTORY

TOOL

COMMUNICATING TO YOUR IDEAL CLIENTS

www.convergo.co
linkedin.com/company/convergo-co

OUTCOMES INVENTORY TOOL: COMMUNICATING TO YOUR IDEAL CLIENTS

Overview

In order to capture the attention of the decision makers and influencers in ideal prospect companies you need a compelling message that grabs their attention. You accomplish this by focusing your message around the specific outcomes these people want. Just as every company has an inventory of products and services they deliver, you also need an inventory of the outcomes you help your clients achieve. Here is a blog post on why [communicating through outcomes is more effective](#) and here is a post on how the tool can be [helpful for your team](#). If you are looking to dig deeper into these concepts, you can [request a free copy of Revenue Growth Engine](#), written by our Visionary, Darrell Amy.

This Outcomes Inventory Tool helps guide you in thinking about how you help your clients achieve their outcomes. The tool has 4 sections:

1. **Decision Maker:** Who are the key decision makers and influencers?
2. **Desired Outcomes:** What outcomes do these decision makers want? What pain points do they want to relieve?
3. **Delivery:** How can you deliver these outcomes? Think of how the specific elements of your products and services help your clients.
4. **Proof:** What case studies, content, or references show your ability to deliver?

If you need help filling out this worksheet, please reach out to Bill Poole @ bpoole@convergo.co.

COMPANY NAME

OUTCOMES INVENTORY

Buyers don't buy products and services, they buy the outcomes these products and services deliver. This worksheet is designed to help you begin your inventory of outcomes your company can deliver to specific decision makers and influencers in your Ideal Clients. See chapter 4 of Revenue Growth Engine for more details. [Request a free copy of the book.](#)

DECISION MAKER Who are the key decision makers and influencers?	DESIRED OUTCOMES What outcomes do they want?	DELIVERY How can you deliver these outcomes?	PROOF What case studies, content, or references show your ability to deliver?
Decision Maker 1 (Example CEO)	BUSINESS •	•	•
	RISK •	•	•
	ORGANIZATIONAL •	•	•
	PERSONAL •	•	•
Decision Maker 2 (Example CEO)	BUSINESS •	•	•
	RISK •	•	•
	ORGANIZATIONAL •	•	•
	PERSONAL •	•	•
Decision Maker 3 (Example CEO)	BUSINESS •	•	•
	RISK •	•	•
	ORGANIZATIONAL •	•	•
	PERSONAL •	•	•

Decision Maker 4 (Example CEO)	BUSINESS •	•	•
	RISK •	•	•
	ORGANIZATIONAL •	•	•
	PERSONAL •	•	•
Decision Maker 5 (Example CEO)	BUSINESS •	•	•
	RISK •	•	•
	ORGANIZATIONAL •	•	•
	PERSONAL •	•	•
Decision Maker 6 (Example CEO)	BUSINESS •	•	•
	RISK •	•	•
	ORGANIZATIONAL •	•	•
	PERSONAL •	•	•