Prospect research framework [example]

This handy tool is designed to be your go-to guide for understanding and evaluating potential sales prospects before making that crucial first contact or heading into initial meetings.

Whether you're a seasoned sales enablement professional or just starting out, this framework offers a structured approach to gather and analyze key information about companies that could benefit from your solutions.

Why is this template so useful? Well, it's all about preparation and personalization. By diving deep into the background, needs, and decision-making processes of each prospect, you can tailor your approach to resonate with their specific challenges and goals.

This not only increases your chances of making a successful connection but also positions your offerings as the ideal solution to their problems.

From understanding a company's industry sector to identifying their pain points, decision-makers, and buying process, this template covers all the bases.

Welcome to your first step toward making those sales meetings more productive, insightful, and, ultimately, successful!

Key areas	Details	Company A	Company B
	- Company name	EcoGrow Agriculture	HealthTrack Systems
	- Industry/sector	Agriculture / AgriTech	Healthcare / HealthTech
Company background	**- Description of business & offerings**	EcoGrow Agriculture leverages advanced	HealthTrack Systems provides digital health

	agricultural technologies to enhance crop yield, optimize farm operations, and promote sustainable farming practices. Their offerings include precision agriculture tools, IoT devices for soil and crop monitoring, and data-driven farm management software.	solutions, including electronic health records (EHR), patient management systems, and telehealth services, to healthcare providers aiming to improve patient care and operational efficiency.
- Years in business	10 years	8 years
- Location(s)	Headquarters in Fresno, California, with farms across the United States.	Headquartered in Boston, Massachusetts, with services offered nationwide.
- Size (# of employees)	500 employees	300 employees
- Key executives & leadership	CEO - Amanda Liu, CTO - Rajiv Desai	CEO - Brian O'Neill, CMO (Chief Medical Officer) - Dr. Sheila Gupta
- Potential organizational issues/pain points	Managing vast amounts of data from IoT devices, analyzing data to make real-time farming	Integrating diverse health data sources into a unified system, analyzing patient data

		decisions, and integrating various data sources for a unified view of farm operations.	for improved care delivery, and ensuring data security and compliance with health regulations.
Pain points & needs	**– Likely key business needs**	Advanced analytics solutions to process and analyze data from IoT devices, predictive analytics for crop yield optimization, and cloud-based platforms for data integration and accessibility.	Robust analytics platform for patient data analysis, integration solutions for various health data sources, and secure, scalable cloud infrastructure for data storage and access.
	– Areas they may be seeking solutions around	-	-
	– Key decision makers & influencers	CEO, CTO, and Director of Farm Operations	CEO, CMO, and IT Director
Decision makers & buying process	**–Purchasing/procure ment contacts**	Director of Farm Operations - Miguel Sanchez	IT Director - Alex Kim
	– Determine their buying process – who to contact, steps, timelines	Needs assessment for technology solutions, vendor evaluation and demos, followed by a	Comprehensive evaluation of technology solutions for compliance, security, and functionality,

		pilot project before full implementation.	followed by stakeholder meetings and a decision.
Fit with our offerings	**– Which of their needs align with our solutions**	Our scalable cloud-based analytics solutions can process and analyze their IoT data, providing actionable insights for crop management and operational efficiency.	Our cloud-based analytics solutions are well-suited for analyzing complex health data, offering insights into patient care and operational improvements.
	– Gaps we may need to address or couldn't fully solve	May require customization for specific agricultural data types and integration with existing farm management software.	Customization to comply with healthcare regulations and integration with existing EHR systems.
	–Customizations/configurations needed for their needs	TBD	TBD
	– Who they currently get services/products from	Various IoT and farm management software providers.	EHR and telehealth platform providers.

Competitive landscape	– Other vendors competing for business	Faces competition from other AgriTech companies offering integrated farm management solutions.	Competes with larger HealthTech companies and specialized analytics service providers.
	– Why we'd be better fit over other options	Our expertise in handling large-scale IoT data and providing real-time analytics tailored for agricultural needs offers a significant advantage.	Our ability to provide secure, compliant, and scalable analytics solutions tailored for healthcare data sets us apart, enabling HealthTrack Systems to leverage data for better patient outcomes and efficiency.