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The B2B Buying Committee Map

A practical template for identifying buying-group roles, priorities and evidence needs across an enterprise B2B account.



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Why map the buying committee?

Complex B2B purchases involve stakeholders with different responsibilities, success criteria and levels of visibility. A single form submission rarely represents the whole account. An integrated GTM program coordinates marketing, sales and RevOps around the account, while tailoring evidence to the people influencing its decision.

This template is a working hypothesis, not a claim that every buyer can be identified or that every purchase follows the same sequence. Capture what you know, distinguish assumptions from verified information and update the map as the decision develops.

How to use this template

1. **Start with one priority account** and a specific opportunity or buying initiative.
2. **Identify known stakeholders** and likely roles. One person may hold several roles, and some roles may not apply.
3. **Record each person's priorities,** likely objections and evidence needs. Mark what has been confirmed versus assumed.
4. **Record observed engagement separately from stance.** No response does not prove opposition or disinterest.
5. **Plan coordinated messaging and touchpoints** by stakeholder need and buying situation. Stages can overlap or repeat.
6. **Review the map with sales and RevOps** at regular account reviews, particularly when new evidence appears.



THE MAP

Score your trust architecture

Account _____ Opportunity / initiative _____ Buying situation / stage _____ Review date _____

Role	Name & Title	Priority / Decision Criterion	Evidence or Objection to Address	Stance / Confidence			Engagement Evidence		
				Confirmed	Reported	Inferred	Confirmed	Reported	Unknown

Roles

Economic buyer
Budget and investment approval

Champion
Builds internal support

Executive sponsor
Links the purchase to business priorities

Functional owner
Accountable for business outcome

Technical evaluator
Assesses fit and implementation

End-user representative
Assesses workflow and adoption

IT / security
Reviews technology and data risks

Finance
Evaluates value, cost and timing

Procurement / legal
Reviews terms, process and compliance

External advisor
Consultant, peer, analyst or partner

THE MAP

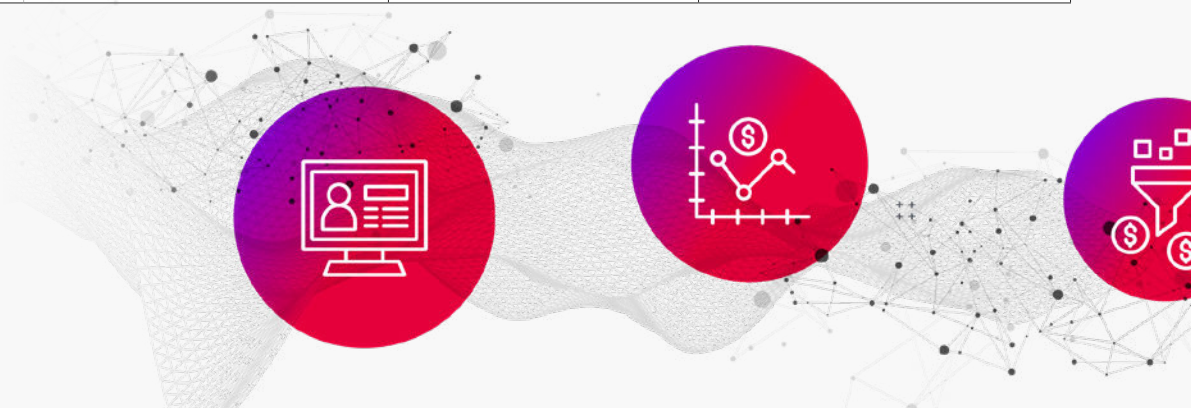
One strategic position, tailored to each role

Keep a consistent account-level value proposition while adapting the proof, message and channel to each stakeholder. Do not force buying groups into a fixed linear journey.

Buying Situation	What the Group Needs to Resolve	Priority Roles	Message and Proof	Channels / Touchpoints	Owner / Timing
Problem recognition	Cost or risk of current approach				
Exploring options	Approaches and trade-offs				
Defining requirements	Technical, financial and operating criteria				
Validating providers	Fit, credibility, evidence and implementation risk				
Building consensus	Internal business case and objections				
Final approval / implementation	Terms, responsibilities and transition				

Evidence checklist

For each priority role, identify what would help them decide: relevant client results, technical documentation, implementation planning, business-case assumptions, security details, references or a stakeholder-specific discussion.



Consensus check and next actions

1. Which essential roles are known, inferred or still unidentified?

2. Where do stakeholder priorities conflict, and what evidence could help resolve the conflict?

3. What can the internal champion share with finance, IT, procurement and end users?

4. Which engagement signals are observed, and which conclusions remain assumptions?

5. What should marketing, sales and RevOps do next to help the account progress?

6. What changed since the previous review?

Next actions

Action / evidence to develop	Owner	Due date	Status / next review

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Want help reaching the full buying group?

Understanding who's involved in a buying decision is only the beginning. The real value comes from knowing what matters to each stakeholder, where concerns remain and how marketing and sales can work together to move the decision forward.

Elevation can help you turn those insights into a coordinated go-to-market strategy that connects the right people, messages and channels throughout the buying process.

Next steps

Elevation helps B2B teams align account strategy, buyer-specific content, media, sales and measurement across complex decisions.

Read the full guide at
elevationb2b.com/blog/integrated-gtm-b2b-buyers/

Talk with Elevation Marketing
elevationb2b.com/contact-us/

