

09 · COMPARE SUPPLIERS ON EVIDENCE

Supplier comparison worksheet

Before demonstrations, mark each criterion Essential, Useful or Not required. Record Observed, Partly shown or Not shown, plus the artefact or reference supporting your judgement. Do not turn unverified claims into a numerical total.

SUPPLIER _____ DATE _____ COMPLETED BY _____

Priority E Essential · U Useful · N Not required **Status** O Observed · P Partly shown · X Not shown

CRITERION	EVIDENCE TO REQUEST	PRIORITY	STATUS	EVIDENCE AND NOTES (ARTEFACT OR REFERENCE)
Fit to your buying motion	A worked example that changes with buyer context, stage and deal complexity.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	
Specificity of customisation	Buyer value work, evidence standards, practical stage guidance and an example of an exception.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	
Deal and competence assessment	Separate assessment anchors and a reviewer-calibration exercise.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	
Manager preparation	A sample coaching conversation, manager toolkit and the expected recurring review.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	
Delivery and reinforcement	Named delivery people, capacity, practice design, follow-up schedule and customer responsibilities.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	
Technology fit if required	A demonstrated route in the agreed environment, dependencies, limitations and human approval.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	
Measurement	Baseline, sample, metric definitions and a plan to distinguish application from commercial outcomes.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	
Ownership and total cost	Materials rights, export formats, licences, integration effort, maintenance and exit arrangements.	☐ E ☐ U ☐ N	☐ O ☐ P ☐ X	