Find Your AI Buyer Readiness Gap

Rate 14 statements to pinpoint where AI is putting your sales team at risk. The report that follows gives you practical next steps to close your biggest gap.

Rate each statement for your company today. 1 = Low 2 = Partly 3 = High

Scores calculate automatically in Adobe Acrobat or Adobe Reader. Printing? Circle your answers and use the tally line below.

		1	2	3
BUYER INSIGHT				
1.	How consistently do your salespeople identify which AI service prospects use, then explore what your buyers may learn about your solution and competitors from that model?	○	○	○
2.	If a prospect asked AI to compare your solution with your three biggest competitors, how clearly would the results explain why your customers should choose you beyond price and specs?	○	○	○
3.	Before sending prospecting emails, how do your salespeople use AI to test whether inbox summaries still give buyers a compelling reason to meet or talk?	○	○	○
4.	How often do your salespeople reinvest time saved from using AI into delivering greater value to prospects and customers that increase chances of success?	○	○	○
VALUE CREATION				
5.	When a prospect says, “We’ve already done our research using AI. Just send us a quote and schedule a demo,” how prepared is your team to avoid that AI Speed Trap?	○	○	○
6.	When a buyer arrives with an AI comparison and asks for a quote, how often do your salespeople explore how that comparison was built before sending a proposal or quote?	○	○	○
7.	How often do you update your team’s discovery question bank and does it include how buyers have used AI to research, compare, and evaluate suppliers?	○	○	○
8.	Are you tracking how often your buyers tell you they use AI to compare suppliers?	○	○	○
9.	How consistently are your salespeople expanding the prospect conversation to include factors such as total cost of ownership and economic impact to their business?	○	○	○
10.	How often do your salespeople connect the immediate results your solution to a strategic goal the buyer’s leadership is focused on achieving?	○	○	○
DECISION READINESS				
11.	When a customer’s stakeholders use AI and reach different conclusions, how effectively do your salespeople align them around one shared business case for your solution?	○	○	○
12.	How well do your salespeople anticipate how stakeholders may use AI to challenge your price, assumptions, and strategic fit, and then prepare their champion to respond?	○	○	○
13.	If a CFO challenged your price premium with an AI comparison, how confidently could your customer champion defend it without your salesperson present?	○	○	○
14.	Have you provided your team with AI prompts to research buyers’ strategic goals and pressure-test the business case for your solution before stakeholders evaluate it?	○	○	○

YOUR OVERALL SCORE

By hand: score each area (points ÷ max), then average the 3 area percentages.

SCORE BY AREA

Buyer Insight	max 12 pts	
Value Creation	max 18 pts	
Decision Readiness	max 12 pts	

What Your Score Means

Your overall score combines your three category scores into a single measure of how ready your sales team is to win AI-informed buyers at full value. Each category counts equally, so a gap in one area can't hide behind strength in another. Your lowest category score is your biggest opportunity. Focus there first to protect your margins and win more business at full value.

AI-Buyer Ready | 80% to 100%

Your team is earning a place in the buyer's decision. Keep sharpening the practices that are still uneven so AI-informed buyers continue to see your team as a trusted advisor.

Developing | 40% to 79%

Your team is developing but still exposed in important moments, when buyers move to demos, quotes, or pricing before the full business value has been explored.

At Risk | 0% to 39%

Your team is at risk of being compared on price and specs before it can show its full value.

Your 30-Day Blueprint

This blueprint turns your scores into action. Each of the next three sections focuses on one category, explains why it matters as buyers use AI, and gives sales leaders specific steps to take over the next 30 days. Start with your lowest-scoring category.

Buyer Insight: See Your Market Through Your Buyer's AI

Buyers are forming opinions before your salespeople arrive. The 2025 6sense Buyer Experience Report found 94% of surveyed buyers had ranked their shortlisted suppliers before engaging salespeople, and in 95% of purchases the eventual winner was already on the initial shortlist. Gartner's 2026 research found 45% of surveyed B2B buyers used generative AI during a recent purchase.

AI is also changing how your outreach gets read. Tools such as Copilot in Outlook can summarize and prioritize incoming messages, so a generic email may be reduced to one line: "Supplier introduces capabilities and requests a meeting."

Gartner found AI saves salespeople nearly 5 hours weekly, yet 72% of surveyed sales organizations reported low reinvestment of that time into higher-value selling. Organizations that reinvested were 2.2 times more likely to exceed customer growth goals.

What Top Performing Teams Do

They ask prospects which AI tools they use, then test what those tools say about their solution and competitors. They run prospecting emails through AI to see how an inbox summary would read before sending. They reinvest the time AI saves into researching each buyer's competitive environment and strategic priorities, and they prepare questions the buyer may not have explored.

Your Next 30 Days

1. Ask AI to compare your solution with your three biggest competitors, then review the results with your team.

2. Have each salesperson ask AI to summarize their next five prospecting emails in one sentence and revise any that lack a compelling reason to engage.

3. Ask each salesperson where their saved AI time went last week, and agree on one higher-value activity to reinvest it in.

Value Creation

The AI Speed Trap occurs when AI-assisted research accelerates buyers toward demos, proposals, and pricing before they've evaluated the full economic and business impact of their decision. Salespeople who simply follow that accelerated process risk turning differentiated solutions into transactional price comparisons, and your lower-cost competitors may benefit most.

Many small and midsized companies win on advantages a standard supplier comparison can miss: superior service, technical expertise, flexibility, and total cost of ownership. Research published in Harvard Business Review found suppliers often struggle to demonstrate why their advantages matter economically to customers.

The Full Value Gap™ addresses this by connecting the buyer's Current State to measurable Immediate Results and the Strategic Goals those results help achieve. Gartner found value-framing interactions, which help buyers understand how a solution improves business performance, were associated with a 20% lift in the likelihood of a high-quality deal.

What Strong Teams Do

When a buyer arrives with an AI comparison, they acknowledge the buyer's work and ask how the comparison criteria were developed. They expand the evaluation to total business impact, implementation risk, and what each stakeholder needs, sometimes offering neutral AI prompts that help the buyer evaluate overlooked factors. Then they build the Full Value Gap™ with the buyer: Current State, Immediate Results, and Strategic Goals.

Your Next 30 Days

1. Add questions to your discovery question bank about how buyers used AI to research, compare, and evaluate suppliers, and start tracking how often buyers say they did.

2. Role-play the response when a buyer says, "We've done our research. Just send a quote and schedule a demo."

3. Review three active opportunities and confirm each one connects Immediate Results to a Strategic Goal the buyer's leadership is accountable for achieving.

Decision Readiness

The Decision Room is where and when a customer's stakeholders evaluate an investment, challenge its assumptions, weigh competing priorities, and decide whether to proceed. These are the hallway conversations, phone calls, chats, and meetings your salesperson may never attend.

Gartner found 74% of surveyed B2B buying teams experienced unhealthy conflict during the purchasing process. Finance, operations, technical teams, and executive leadership may each use AI to evaluate the same investment through different priorities and assumptions.

Your champion is putting their professional credibility behind the decision. Research from LinkedIn's B2B Institute and Bain & Company identified the ability to defend a purchasing decision if something went wrong as the leading driver of extreme decision confidence. Gartner found value-affirming interactions, which help buyers validate their decisions, were associated with a 30% lift in the likelihood of a high-quality deal.

What Strong Teams Do

They help stakeholders align around one shared business case they can collectively understand, trust, and champion. They anticipate how each stakeholder may use AI to challenge price, assumptions, and strategic fit, and they prepare their champion with answers. They make sure the champion can explain why the investment deserves support at full price when the salesperson isn't in the room.

Your Next 30 Days

1. Choose one important opportunity and apply the Decision Room Test that follows.

2. List the questions the CFO, operations, and the CEO are likely to ask, and confirm your champion can answer each one.

3. Give your team a shared set of AI prompts to research buyers' strategic goals and pressure-test the business case before it reaches stakeholders.

Apply the Decision Room Test

Before investing in another AI tool or accelerating another sales activity, choose an important opportunity in your pipeline. It might be a large opportunity forecast to close this quarter, one that's stalled, or one facing significant price pressure. Then ask your team these three questions.

1. Do we understand how this customer has used AI to research their problem, compare alternatives, and establish buying criteria? Have our salespeople actually asked?
2. Have we helped the customer connect the measurable value of solving their problem to the strategic goals leadership is accountable for achieving? Have we established what makes our solution worth choosing?
3. Could our customer confidently explain and champion why our solution deserves the investment, at full price, in a leadership meeting without our salesperson present?

If those answers aren't clear, you've identified an opportunity to improve how your organization wins business.

Want help closing your biggest readiness gap?

Book Your Readiness Review »
A working conversation about your scores and where to start.

Read the Full Research »
Your Buyers Have AI. Why Do They Still Need You?