

Opportunity Buying Committee Map

Understand who is involved, what each person needs, and how to move the opportunity forward.

Most manufacturing purchases involve more than one person. Technical, operational, financial, and executive stakeholders may evaluate the same opportunity from very different perspectives.

Use this map to organize what your team knows about the actual people involved in a live account or opportunity. It will help you prepare for conversations, uncover missing stakeholders, address concerns, select the right proof, and plan clear next steps.

This Is an Opportunity Map - Not a Buyer Persona

Buyer personas describe recurring roles and priorities across your market. This map applies those patterns to the specific people involved in one company or opportunity. Titles may vary, one person may perform several decision functions, and influence may change as the opportunity progresses.

Use This Map To

- Identify everyone involved in the decision
- Understand each stakeholder's priorities and concerns
- Track influence, support, and resistance
- Match proof and sales materials to individual needs
- Find gaps in your understanding of the buying group
- Assign the next action and owner

How to Build the Map

- 1 Name the opportunity. Record the company, offering, opportunity, and internal owner.
- 2 Add the stakeholders you know. Include the people evaluating, approving, purchasing, implementing, using, or potentially stopping the solution.
- 3 Define each person's role in the decision. Document what they influence, what they care about, and the questions they need answered.
- 4 Assess their current position. Note their influence and whether they appear resistant, neutral, supportive, or actively championing the opportunity.
- 5 Match proof to the stakeholder. Identify the evidence that will help each person move forward.
- 6 Update the map as the opportunity changes. Review it before important meetings and whenever a new stakeholder, concern, or decision requirement appears.

COMPANION RESOURCE [Open the MGL Industrial Manufacturing Buyer Persona Guide](#)

A strong relationship with one contact does not mean you understand the entire buying decision. Map the group before a missing stakeholder stalls the opportunity.

Opportunity Buying Committee Map

Company Opportunity Offering Owner

STAKEHOLDER

01

Name / title

Decision function

Influence / support

High

Med

Low

Resistant

Neutral

Supportive

Champion

Priorities / concerns

Proof needed

Latest insight

Next action / owner

Other stakeholders and open questions

Who else needs to be involved? Who has final authority? Who could stop the decision? Who will use or implement the solution?

Opportunity Buying Committee Map

Company Opportunity Offering Owner

STAKEHOLDER

02

Name / title

Decision function

Influence / support

High

Med

Low

Resistant

Neutral

Supportive

Champion

Priorities / concerns

Proof needed

Latest insight

Next action / owner

Other stakeholders and open questions

Who else needs to be involved? Who has final authority? Who could stop the decision? Who will use or implement the solution?

Opportunity Buying Committee Map

Company Opportunity Offering Owner

STAKEHOLDER

03

Name / title

Decision function

Influence / support

High

Med

Low

Resistant

Neutral

Supportive

Champion

Priorities / concerns

Proof needed

Latest insight

Next action / owner

Other stakeholders and open questions

Who else needs to be involved? Who has final authority? Who could stop the decision? Who will use or implement the solution?

Opportunity Buying Committee Map

Company Opportunity Offering Owner

STAKEHOLDER

04

Name / title

Decision function

Influence / support

High

Med

Low

Resistant

Neutral

Supportive

Champion

Priorities / concerns

Proof needed

Latest insight

Next action / owner

Other stakeholders and open questions

Who else needs to be involved? Who has final authority? Who could stop the decision? Who will use or implement the solution?