

BOARD	MONDAY	TUESDAY	WEDNESDAY	FRIDAY	SATURDAY
1					
2					
3					
4					
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9					
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11					

The Buyer-Grounded Content Framework

30-Day System to Move Stalled Deals Using Real Buyer Language



AI Content Marketing Platform for B2B Teams

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www.omnibound.ai

How to Use This Document

Who fills this out:

Marketing, Sales, and Product Marketing. In the same room. Not async in Notion.

Four Non-Negotiable Rules:

- **No content without evidence** - If a buyer didn't say it, it doesn't go in this framework
- **Verbatim only** - Copy-paste exact words. Zero paraphrasing. Zero "cleaning up"
- **Uncomfortable = correct** - Your instinct to rewrite buyer language is what's killing conversion
- **Fewer, deeper** - One asset that moves deals beats ten that get ignored

What success looks like after 30 days:

- One deal stage moves 30-40% faster
- Sales forwards 2-3 assets without being told
- You can name which objection disappeared and which asset killed it
- Your VP asks how you knew what to build

What this is NOT:

- More content, faster
- A campaign calendar replacement
- Something you fill out once and forget
- A way to avoid talking to sales

WEEK 0: SETUP & SCOPE

Time: 2 hours with sales leadership

The #1 reason content plans fail: they try to fix everything at once. This week forces you to pick one winnable battle.

0.1 Define the Scope (Be Painfully Specific)

Primary ICP:

- Company size: _____
- Industry/vertical: _____
- Buyer title: _____
- Average deal size: _____
- Typical sales cycle length: _____

Primary sales motion (pick ONE):

- SMB - Transactional, 2-3 touchpoints, minimal customization
- Mid-market - Demo-heavy, 5-8 touchpoints, some customization
- Enterprise - Consensus sale, 10+ touchpoints, heavy customization

Deal stage to impact in 30 days (pick ONE ONLY):

- Post-demo (they saw it, now silence)
- Solution evaluation (comparing you to 2-3 alternatives)
- Decision-stalled (verbally committed, won't sign)
- Technical validation (security/IT review blocking)
- Economic buyer approval (champion needs executive buy-in)

⚠ **Stop here if:** You checked more than one box. Identify the stage where the most revenue is currently dying.

0.2 Identify the Single Biggest Bottleneck

Where deals most often stall:

What sales hears repeatedly at this stage (use their exact words):

How long deals typically sit here: _____ days/weeks

Revenue currently stuck here: \$_____

0.3 Access Validation Checklist

You cannot complete this framework without access to:

- Recorded sales calls (won, lost, and stalled)
- CRM notes from the past 90 days
- Sales team Slack/email with buyers
- Support tickets from implementation
- Churn/renewal conversation notes

If you don't have access: Stop. Use this framework to build the business case for why you need it. No buyer access = no buyer-grounded content.

Week 0 Output (Must Complete Before Week 1)

- One specific ICP
- One deal stage to optimize
- One primary bottleneck identified
- Confirmed access to buyer conversation sources
- Sales leadership bought into a 30-day timeline

WEEK 1: CAPTURE BUYER REALITY

Time: 6-8 hours of deep listening

This is where most teams quit. Listening to 10 sales calls and reading CRM notes feels "inefficient." It's also the only thing that works.

You cannot skip this week. You cannot delegate this week. You cannot "already know" this from your persona doc.

1.1 Allowed Sources of Truth

Only these inputs are permitted:

- Won deal sales calls
- Lost deal sales calls
- Stalled deal sales calls
- Sales emails and Slack messages with buyers
- Support escalation tickets
- Renewal conversations
- Churn exit interviews

Explicitly NOT allowed:

- Internal brainstorms
- Competitor website research
- Industry reports
- "What we think buyers want"
- Marketing briefs
- Product roadmap docs

1.2 The Listening Protocol

Minimum requirement: Listen to/read at least:

- 5 won deal calls (final stages)
- 5 lost deal calls (where it fell apart)
- 5 stalled deal calls (currently stuck)

What to listen for:

- When the buyer's tone changes (confident → hesitant)
- Questions they ask multiple times
- Long pauses before answering
- When they say "Let me be honest..."
- Phrases they repeat across different calls
- Questions they ask that your rep can't answer cleanly

Pro tip: The best objections come in the last 10 minutes of calls, right before everyone hangs up. That's when buyers finally say what they're actually thinking.

1.3 Buyer Signal Log (Fill This Obsessively)

Create a table with these columns:

Source	Deal Stage	Buyer Quote (Exact words)	Context	Rep's Response	Deal Outcome
Call #1	Demo	"I'm just not sure how we'd roll this out to the field teams without them freaking out"	38 min mark, discussing implementation	Gave timeline overview, buyer went quiet	Lost to status quo
Email	Evaluation				
Call #5	Decision				

Critical rules:

- Do NOT paraphrase buyer language
- Do NOT clean up grammar
- Do NOT remove "ums" and "likes" and conversational fillers
- Do NOT summarize - copy the actual sentence they said

Minimum to complete Week 1: 25-30 distinct buyer quotes

1.4 Pattern Recognition: What Buyers Actually Fear

From your signal log, answer these questions:

Top 3 repeated objections (use buyer language, not your interpretation):

1. " _____ "
2. " _____ "
3. " _____ "

What buyers fear losing if they decide wrong:

- Their credibility: " _____ "
- Their team's trust: " _____ "
- Their job security: " _____ "

The question buyers ask but never get a good answer to:

Words/phrases that appear in 5+ conversations:

- _____
- _____
- _____

The objection that kills the most deals (even if reps don't think it's the reason):

1.5 What Sales Says vs. What Actually Happens

This section exposes the gap between perception and reality.

What sales THINKS kills deals	What buyer language actually shows	Evidence (quote)
"Price is too high"	Fear of internal justification	"How do I explain to my CFO why we need this when we have [competitor]?"

Fill out based on YOUR signal log.

Week 1 Output (Non-Negotiable Deliverable)

- 25-30 verbatim buyer quotes logged
- Top 3 repeated objections identified
- Buyer fear patterns documented
- Gap analysis: what sales thinks vs. what's real
- The one objection you'll build content for first

Quality check: If someone outside your company reads your buyer quotes and immediately knows what industry you're in, you did it right.

WEEK 2: TRANSLATE SIGNALS INTO NARRATIVES

Time: 4-6 hours of hard thinking

Your job this week: turn raw buyer fear into narratives that make saying "yes" feel safer than saying "no."

2.1 Objection Deconstruction Sheet

Fill one sheet per objection. Start with the one killing most deals.

OBJECTION #1

Buyer's exact words (verbatim, no editing):

"-----"

Deal stage where this appears:

- Early stage (discovery/demo)
- Mid-stage (evaluation/comparison)
- Late-stage (decision/approval)

Frequency: Appears in _____ out of 10 conversations

What the buyer is REALLY saying beneath the surface:

Translate the fear, not the words:

- Internal political risk: _____
- Personal career risk: _____
- Team disruption risk: _____
- Financial waste risk: _____

What they're afraid of being blamed for:

The question they're asking themselves (that they won't ask you):

"-----?"

What would make them feel safe enough to move forward:

What's stopping them from saying yes RIGHT NOW:

2.2 Narrative Reframe

This is where you turn objection into positioning.

OLD NARRATIVE (what your marketing currently says):

Example: "Enterprise-grade platform with seamless implementation"

NEW NARRATIVE (buyer-grounded version using their fear/language):

Example: "Built for teams who've been burned by shelfware before. Our implementation model makes your team the heroes, not the bottleneck."

Why this reframe reduces risk:

The proof point that makes this credible:

How this changes the buying conversation:

Before: "-----"

After: "-----"

2.3 The Messaging Litmus Test

Your new narrative must pass ALL these tests:

- **Uses buyer language** - If a buyer wouldn't say it, neither should you
- **Addresses risk before value** - Fear is a stronger motivator than gain
- **Makes inaction feel costly** - Without being manipulative or salesy
- **Helps buyer justify internally** - Gives them language to use with their boss
- **Reduces explanation burden** - Sales can forward this instead of explaining again
- **Feels slightly uncomfortable** - If it sounds too polished, you sanitized it

If you can't check all boxes: Rewrite until you can.

2.4 Sales Validation Gate

Before moving to Week 3, show your narratives to 3 sales reps and ask:

Question 1: "Does this sound like what buyers actually say to you?"

Question 2: "Would you send this to a prospect without changing it?"

Question 3: "Does this help you answer [objection] faster?"

If 2 out of 3 say no to any question, your narrative is still too "marketing." Go back to buyer quotes and try again.

Week 2 Output (Required to Proceed)

- 1-3 objections fully deconstructed
- New narrative for each objection
- Reframe logic documented
- Sales validation complete (3 reps confirmed)
- Identified which narrative to build content for first

WEEK 3: BUILD HIGH-LEVERAGE ASSETS

Time: 8-10 hours of focused creation

This week, you build 3-5 assets that sales will use without being told.

3.1 Content-to-Pipeline Mapping Matrix

Only create assets that map to actual buying moments.

Objection (Buyer's Words)	Deal Stage	Buyer's Actual Question	Asset Needed	When Sales Uses It	Replaces What?
"How do I justify this to my CFO?"	Decision	"What's the ROI story?"	ROI narrative doc (not calculator)	After verbal yes, before contract	30-min explanation call

Rule: If you can't fill in "Replaces What?" - you don't need the asset.

3.2 Asset Definition Sheet

Fill one per asset BEFORE you create anything.

ASSET #1

Working title (buyer-facing, not internal):

Primary objection this addresses (verbatim):

"-----"

Buying stage:

- Problem aware (know they have an issue)
- Solution aware (researching how to fix it)
- Vendor evaluation (comparing options)
- Decision stalled (need internal approval)
- Implementation planning (deal closed, need confidence)

Specific moment sales uses this:

Example: "When buyer says 'let me talk to my team' after demo"

What this replaces:

- 20-minute rep explanation
- Custom slides built for each deal
- Forward of generic marketing content
- Nothing - this is net new

Buyer's state of mind when they receive this:

Example: "Excited but scared, needs to justify to skeptical VP"

Format:

- 1-page PDF (can be read in under 3 minutes)
- 2-page narrative doc (tells a story)
- Email template (rep can customize 20%, send 80%)
- Comparison framework (helps buyer evaluate options)
- Internal pitch deck (helps buyer sell internally)

Success metric:

Example: "Rep forwards this in 50% of post-demo emails without being reminded"

3.3 Asset Creation Rules (Non-Negotiable)

BEFORE you write anything:

1. **Use buyer language in headers** - Not "Benefits" but "What you're actually worried about"
2. **Lead with risk, not value** - First sentence addresses their fear
3. **Keep it ugly-readable** - Dense paragraphs lose. Scannable structure wins.
4. **Include real customer quotes** - Not testimonials. Real objections they had and how they got past them.
5. **Make it forwardable** - Rep should be able to send with 1-sentence context

Content structure that works:

[Acknowledge the fear using buyer language]

[Explain why this fear is valid]

[Show how other buyers got past this specific fear]

[Give them language to use internally] [One clear next step]

Content structure that fails:

[What we do]

[Why we're great]

[Customer logos]

[Book a demo]

3.4 The Asset Quality Gate

Before finalizing any asset, answer these questions:

- Can sales send this immediately after a call? (No customization needed)
- Does it reduce explanation time? (Rep doesn't have to "add context")
- Does it answer a question buyers are already asking? (Not creating demand)
- Would a rep reuse this without being told? (It makes their job easier)
- Does it use buyer language? (Not marketing language)
- Can you track when it gets used? (Unique link, named doc, measurable)

If you answered "no" to ANY question: Don't build it. Go back to Week 2.

3.5 Live Deal Testing Protocol

You cannot skip this step.

How to test:

1. Identify 5 deals currently in the target stage
2. Have the rep use the asset in conversation
3. Track buyer response in real-time
4. Document what happened (moved forward, asked questions, went silent)

Testing tracker:

Deal	Rep	Date Sent	Buyer Response (within 48h)	Outcome	What to Fix
Deal A	Sarah	Jan 5	"This is helpful but I need to understand [X]"	Asked follow-up question	Add section on X
Deal B					
Deal C					

What you're looking for:

- Did the buyer engage with it? (reply, forward, ask questions)
- Did it move the deal forward? (next meeting scheduled)
- Did it create confusion? (rep had to explain the asset)
- Did the rep have to customize it? (asset wasn't flexible enough)

Testing timeline: 1 week max. If assets aren't being tested by end of Week 3, this framework has failed.

Week 3 Output (Must Be Complete)

- 3-5 high-leverage assets built
- Clear sales use-case for each asset
- Each asset tested in at least 2 live deals
- Buyer reactions documented
- Clear plan for which asset to refine first

Quality check: If sales hasn't used at least one asset without being asked, go back and rebuild.

WEEK 4: MEASURE, REFINE, LOCK THE LOOP

Time: 3-4 hours + ongoing tracking

This week, you find out which assets actually work and which were wasted effort. Then you build a system so content keeps improving based on reality, not opinions.

4.1 Content Usage Tracker (Update Daily)

Track every time an asset gets used. Not "sent" - USED.

Asset Name	Deal Name	Stage	Date Used	Buyer Response	Deal Outcome (7 days later)	Rep Feedback
ROI Narrative Doc	Acme Corp	Decision	Jan 8	Buyer forwarded to CFO, got questions	CFO call scheduled	"They actually read it"

Track for 2 weeks minimum. You need enough data to see patterns.

4.2 Deal Impact Review (Full Team, 90 Minutes)

Schedule this review for end of Week 4.

Required attendees: Marketing, Sales, Sales Leadership

For each asset, answer:

Asset name: _____

Times used: _____

Times it moved a deal forward: _____

Times buyer asked clarifying questions: _____

Times buyer went silent after receiving: _____

Which specific objection appeared less often after using this asset?

Which asset shortened sales explanation time the most?

Which narrative landed hardest with buyers?

Which asset did sales start using WITHOUT being reminded?

Which asset got zero traction? (Be honest)

What did we learn about buyer language that surprised us?

4.3 The Brutal Triage Decision

Based on Week 4 data, sort your assets:

KEEP & AMPLIFY (Rep used it, buyer engaged, deal moved)

- Asset: _____
- Why it worked: _____
- How to amplify: _____

REFINE & RETEST (Used but didn't land quite right)

- Asset: _____
- What missed: _____
- Specific fix: _____

KILL IMMEDIATELY (Nobody used it, or it confused buyers)

- Asset: _____
- Why it failed: _____
- What we learned: _____

Most important question: "If we could only keep ONE asset from this sprint, which one actually moved deals?"

That asset becomes your template for everything else.

4.4 Locking the Feedback Loop

The framework fails if you stop here. You need a permanent system.

Monthly content council (30 minutes):

- Review: Which assets were used last month?
- Document: New buyer objections from recent calls
- Decide: What to build/kill/refine next month

Weekly Slack check-in (5 minutes):

- Sales posts when they use an asset
- Notes buyer response (good/bad/neutral)
- Marketing tracks patterns

Quarterly audit (2 hours):

- Listen to 10 new sales calls
- Update the buyer language bank
- Kill content that's not being used
- Build narrative for new objections

Who owns this: Whoever cares most about the pipeline. Usually Demand Gen or Product Marketing.

4.5 Proof of Pipeline Influence

By end of Week 4, you must be able to answer:

Which deals moved faster because of content?

Deal name: _____

Moved from [stage] to [stage] in _____ days (vs. typical _____ days)

Asset used: _____

Which objection appeared less frequently?

Objection: " _____ "

Appeared in _____ deals (vs. typical _____)

Which asset did sales use most?

Asset: _____

Used in _____ deals

Rep quote: " _____ "

What's the one thing we learned that changed how we think about our buyers?

Week 4 Output (Final Deliverable)

- Usage data for all assets
- Triage decision made (keep/refine/kill)
- Proof of pipeline influence documented
- Permanent feedback loop established
- Plan for Month 2 content decisions

WHAT SUCCESS ACTUALLY LOOKS LIKE AFTER 30 DAYS

You'll know this worked when:

- Sales forwards 2-3 specific assets without being asked
- One deal stage moves 30-40% faster on average
- At least one objection appears measurably less often
- Your VP asks, "How did you know to build that?"
- You can name which asset moved which deal
- Sales Slack has unsolicited comments like "this actually helped."
- You've killed at least 30% of your content backlog

You'll know this failed when:

- Sales says, "This is interesting," but never uses it
- You're still measuring success by downloads or views
- Content sat in "review" for 2+ weeks
- You built 10+ assets instead of focusing on 3-5
- Buyer language got "cleaned up" before the final version
- You haven't listened to a single sales call yourself

WHAT THIS DOES NOT DO

This framework will NOT:

- Replace sales (content supports, doesn't close)
- Fix broken sales process (content can't overcome bad fundamentals)
- Work if you lack buyer access (no shortcuts exist)
- Explode pipeline overnight (expect 30-60 day lag)
- Eliminate all objections (impossible and not the goal)

This framework WILL:

- Focus effort on what actually moves deals
- Stop you from building useless content
- Give sales assets they voluntarily use
- Create a system that improves over time
- Make you uncomfortably aware of what buyers really think

THE OPERATING TRUTH

This framework works when:

- Buyer signals drive every decision
- Content is built to unblock deals, not create demand
- Sales trusts what marketing builds
- You're willing to kill content that doesn't work
- Uncomfortable buyer language stays uncomfortable

It fails when:

- Filled out once and forgotten
- Content is treated as "output" to ship
- Buyer language gets sanitized to sound professional
- You skip the listening step
- Success is measured by production, not pipeline

FINAL REALITY CHECK

Before starting, ask yourself:

1. Do I have access to sales calls and CRM? (If no, stop. Build the case for access first.)
2. Can I kill content that's not working? (If no, you'll just add to the pile.)
3. Will sales actually give feedback? (If no, negotiate upfront commitment.)
4. Am I measured on pipeline, not just activity? (If no, this framework won't align with your incentives.)
5. Can I handle hearing that most of our content is useless? (If no, you're not ready.)

If you answered "**no**" to any of these: Fix that first. Then come back to this framework.

If you answered "**yes**" to all five: You're ready. Start with Week 0 tomorrow.

ONE FINAL WARNING

The hardest part of this framework is resisting the urge to make buyer language sound "professional."

When you hear a buyer say: "I'm worried this is gonna be one of those things where we spend six months implementing it and then nobody uses it, and I look like an idiot."

You'll want to write: "Concerned about adoption and time-to-value."

Don't. Use their exact words. That's where the magic is.

Now **go listen** to some sales calls.