

Choose the next six topics

Stage: 1 deciding, 2 evaluating, 3 learning. Pick the strongest evidence at stages 1 and 2 first.

TOPIC	BUYER QUESTION	EVIDENCE	STAGE	WHAT WE CAN ADD	EXISTING PAGE?	PICK
Example: CRM integration	"Does it work with our CRM without a developer?"	Asked on 4 sales calls	1	Documented integrations, with setup steps	No	Yes

The first row is a fictional example. Keep one of your six for a question only your team can answer well.