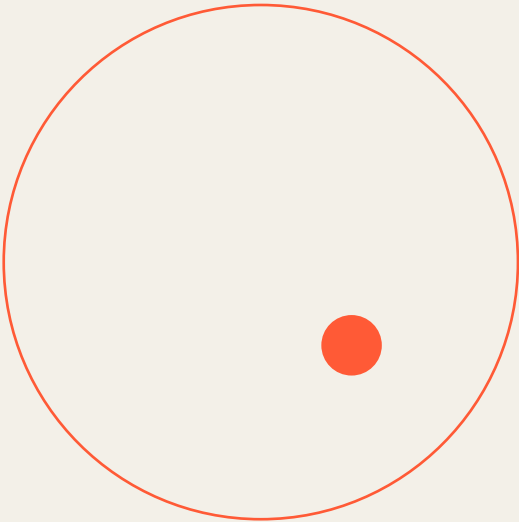


Bring evidence to the recommendation.



A client-ready decision brief for a fictional B2B advisory offer.

TEST WITH CONDITIONS

DECISION	Launch a paid positioning diagnostic before a full campaign build.
WINDOW	14 days
BUDGET AT RISK	A\$5,000
CONFIDENCE	Medium

Prepared by Northstar Strategy
Powered by **Signal14**

Test the diagnostic. Do not build the campaign yet.

The supplied evidence suggests a reachable buyer and a recurring positioning problem. It does not yet show that buyers will pay for a diagnostic or use its recommendation to fund a larger engagement.

DECISION POSTURE	TEST WITH CONDITIONS
CONFIDENCE	MEDIUM - buyer access is known; payment evidence is absent
HIGHEST-RISK ASSUMPTION	Founder-led B2B teams will pay A\$750 for a scoped diagnostic before committing campaign budget.
REVERSAL CONDITION	Move to HOLD if fewer than 3 of 20 qualified invitations produce a deposit or equivalent commercial commitment by day 14.

Recommended next move

Offer five tightly scoped diagnostic places. Require a refundable A\$150 deposit or signed paid-discovery agreement. Delay campaign production until the threshold is met.

PROCEED	PIVOT	STOP
3+ qualified commitments	Repeated, addressable offer objection	0-1 commitments after 20 invitations

What is known, inferred, and still unknown.

This ledger uses synthetic client inputs to demonstrate the method. A live engagement would link every material claim to its source, retrieval date, owner, and archived evidence.

CLAIM	STATUS	EVIDENCE	WHAT COULD DISPROVE IT
The buyer is reachable	KNOWN	Sample CRM contains 83 target accounts and 41 named decision-makers.	Contacts are stale or do not control positioning budget.
The problem is frequent	INFERRED	Nine synthetic discovery notes describe slow approvals and unclear differentiation.	The issue is inconvenient but not tied to an active priority.
The diagnostic is preferred	UNKNOWN	No concept comparison or paid test has been run.	Buyers prefer a workshop, audit, or incumbent process.
A\$750 is acceptable	UNKNOWN	No deposit, proposal, or purchase event exists.	Budget threshold is below price or requires procurement.

Evidence required before build

AREA	CURRENT	REQUIRED SIGNAL
Buyer access	High	20 reachable, qualified contacts
Problem evidence	Medium	Five recent examples with consequence and owner
Offer preference	Low	Two concept comparisons and objection log
Payment proof	None	Three deposits or signed agreements

A recommendation must survive disagreement.

The case for the diagnostic is plausible. The strongest opposing explanations must be tested before treating interest as demand.

ALTERNATIVE EXPLANATION	WHY IT MATTERS	TEST
The client wants execution, not diagnosis	A diagnostic can feel like paying to delay visible work.	Compare diagnostic-first and campaign-first offers.
The buyer already has an agency process	The problem may be vendor confidence, not positioning.	Ask who owns the decision and what evidence is used.
The issue is urgent but not funded	Verbal urgency can coexist with zero budget.	Require a deposit or approval step.
A workshop is easier to buy	Collaboration may reduce perceived risk.	Offer equal-price diagnostic and workshop variants.

THE RED-TEAM QUESTION

What evidence would make a reasonable strategist recommend HOLD today?

- No buyer can name an active decision or consequence.
- The decision owner cannot be reached directly.
- Every positive response disappears when commitment is requested.

Replace opinions with observable actions.

The sprint is pre-registered: owner, audience, threshold, deadline, and stop rule are written before outreach begins.

WINDOW	ACTION	OWNER	MEASURE
DAY 1-3	Review five recent buying situations: trigger, workaround, consequence, owner, and last paid alternative.	Strategist	5 behaviour records
DAY 4-6	Test diagnostic-first and workshop-first concepts. Log objections verbatim.	Strategist	10 qualified reactions
DAY 7-10	Invite 20 qualified buyers to five founding places with clear scope and delivery date.	Client lead	20 delivered invitations
DAY 11-14	Request an A\$150 deposit or signed paid-discovery agreement.	Client lead	3 commitments

SUCCESS THRESHOLD	3 or more commitments from 20 qualified invitations
PIVOT TRIGGER	2 commitments plus a repeated, addressable objection
STOP RULE	0-1 commitments after all invitations and five interviews
MAXIMUM TEST SPEND	A\$600 excluding existing staff time

What does not count

Impressions, likes, generic survey agreement, AI personas, and unqualified waitlist signups do not change the recommendation.

Test the unit before scaling the story.

These scenarios are illustrative inputs, not forecasts. A live brief shows the formula, sources every input, and separates client facts from assumptions.

SCENARIO	DIAGNOSTICS	PRICE	DELIVERY COST	GROSS CONTRIBUTION
Stop	1	A\$750	A\$520	A\$230
Pilot	3	A\$750	A\$420 each	A\$990 total
Proceed	5	A\$900	A\$350 each	A\$2,750 total

Commercial questions

- Can delivery remain below four analyst hours per diagnostic?
- Does the diagnostic lead to a larger strategy or execution engagement?
- Will practitioners pay directly, pass the cost through, or mark it up?
- Does co-branding strengthen the advisor relationship?

MARGIN RULE

Do not automate around a service that cannot reach 65% contribution margin at the tested price.

Show exactly why the decision changed.

Signal14 preserves the original recommendation and appends new evidence. It never rewrites history or changes a score because the brief became longer.

BEFORE THE SPRINT	AFTER THE SPRINT
Posture: TEST WITH CONDITIONS	Posture: Complete after day 14
Confidence: Medium	Confidence: Changes only with evidence
Payment proof: None	Payment proof: Deposit or signed agreement
Main unknown: Will buyers make a costly commitment?	Decision: PROCEED, PIVOT, or HOLD

Client meeting agenda

05 MIN	Restate the decision, budget at risk, and original conditions
10 MIN	Review new buyer actions and the evidence-quality check
10 MIN	Compare results with the threshold and stop rule
05 MIN	Record PROCEED, PIVOT, or HOLD and assign the next owner

Decision record

Record the date, approver, evidence added, evidence rejected, recommendation change, budget released or protected, and next review date.

What Signal14 is - and is not.

Signal14 is decision support for practitioners. It structures research, exposes uncertainty, designs a buyer test, and preserves an auditable recommendation. It does not guarantee commercial success.

WE DO	WE DO NOT
Separate known, inferred, and unknown claims	Present simulated customers as interviews
Link material claims to sources and dates	Treat a long AI report as evidence
Record counter-evidence and reversal conditions	Hide inconvenient evidence or rewrite history
Change recommendations when evidence changes	Promise a score can predict business success

About this sample

All organisations, buyer records, interview notes, account counts, pricing inputs, thresholds, and outcomes in this document are fictional and used only to demonstrate report structure. No claim in this sample should be treated as live market research.

NEXT STEP

Bring one real client decision. Signal14 will frame the evidence, identify the kill assumption, and design the smallest 14-day test worth running.

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Make the recommendation. Show the evidence.