// WHO PAYS · THE GTM THESIS · TEMPLATE

The Buying Committee One-Pager

Give this to your champion before they ask. They forward it to legal, IT and finance, and you get a yes from each of them early, instead of a "no" late in the deal. Replace everything in grey. Keep it to one page.

ABOUT US

Company	*[Company name], [one line: what you do and for whom]*
What you get	*[The result for this customer, in one sentence, with a number if you have one]*

FOR IT AND SECURITY

Certifications	*[SOC 2 Type II, report date / ISO 27001 / HIPAA / none yet, with expected date]*
Data we access	*[Which data, why we need it, what we never touch]*
How we protect it	*[Encryption in transit and at rest, where data is hosted, region options, last penetration test]*
Access and login	*[SSO / SAML, role-based access, how users are removed]*
Setup effort	*[What IT needs to do, how long it takes, integrations]*

FOR LEGAL

Contracts ready	*[Standard agreement and data processing agreement (DPA) available on request / link]*
Data retention	*[How long we keep data, how deletion works, subprocessors list]*
Insurance	*[Cyber and liability cover, if you have it]*

FOR FINANCE

Pricing	*[How pricing works, in one sentence. Annual or monthly. What's included]*
Return	*[Cost vs. what it saves or earns, with the simple math]*

PROOF AND CONTACTS

References	*[Two similar customers who agreed to talk, or case studies]*
Who to ask	*[Security contact · legal contact · your name and email]*

Sun Dahan

I help founders and CEOs decide who pays, choose how to sell, and enter the US market.

Template from "Most Go-to-Market Failures Are Mismatches" · Who Pays, the GTM thesis

Want help applying this? Let's talk.
sundahan@gmail.com
sun-dahan.com · linkedin.com/in/sundahan