

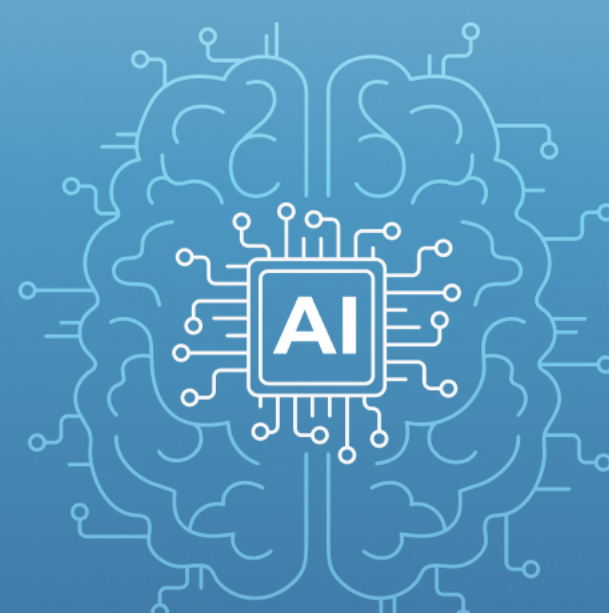
AI-Driven Purchase Decision Support:



A Guide to Applying E-E-A-T in Money Page Link Building

A page's audience includes all participants - even those not doing the browsing. Focus messaging on ALL stakeholder needs to expand E-E-A-T, and make content more helpful.

This guide helps identify purchase decision participants, showcase alignment to stakeholders' needs, qualify fit, and address cost and impact – accelerated by the use of generative AI.



Step 01



Your Purchase Decision Stakeholders

Goal: uncover all stakeholders in the purchase decision process, 2-10 individuals or more

Output: stakeholders ranked by veto power, level of involvement, potential outcomes



AI Prompt: Who are the Purchase Decision Stakeholders?

This prompt instructs the AI chatbot to explore the various participants involved, their perspectives, and their pain points



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Step 02



Unpack Stakeholder Impact

Goal: break down stakeholders from relevant criteria such as stakeholder veto power

Output: data points, metrics, and examples to prescribe against top concerns



AI Prompt: Examine Unwanted Outcomes Per Stakeholder

Incorporate stakeholders' concerns for relevant data, metrics & solutions in a new prompt



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Step 03



Identifying Benefit's Location of Impact

Goal: understand stakeholder considerations to determine offering alignment

Output: expertise, data points, metrics, & best practices mapped to specific stakeholders



AI Prompt: Stakeholder Perspectives on "Objects of Benefit"

Identify key issues for stakeholders, and solve them with your offerings (e.g., role-specific benefits)



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Step 04



Needs & Benefits

Goal: prioritize key stakeholders' needs with role-specific benefits

Output: top pain points and desired solutions aligned with the needs of each stakeholder



AI Prompt: Metrics, Expertise, Benefits, & Stakeholders

Discover metrics, areas of expertise, and specific callouts each stakeholder requires to gauge an offering's "fit"



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Step 05



Is THIS the Right Solution?

Goal: guide stakeholders with disqualifying considerations in the purchase journey

Output: understand stakeholder considerations to determine offering alignment



AI Prompt: Is our Offer Right for a Given Decision Maker?

Predict conditions rendering our solution ineffective: difficulties, specs, comparisons, considerations



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Step 06



Find & Empower Our Champion

Goal: empower the target stakeholder to satisfy committee member requirements

Output: talking points to address the needs of each stakeholder and reach a consensus



AI Prompt: Addressing The Concerns of Stakeholders

Empower stakeholders (i.e. 'Champion') with the necessary talking points to get approval from the purchase decision committee



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Step 07



Addressing Cost Concerns

Goal: solve for cost concerns and objections raised by high veto power stakeholders

Output: list of top cost factors for each phase of ownership and with example calculations



AI Prompt: Addressing Phase-Specific Cost Concerns & TCO

Examine the offering's Total Cost of Ownership & context to address the needs of secondary stakeholders with high veto power



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Leverage these prompt outputs to develop helpful content that empowers our Champion to address considerations, pain points & benefits for the purchase decision committee.

For a comprehensive guide to these prompts with output examples and required calculations, and more thought leadership on purchase decision stakeholders, visit:

citationlabs.com/stakeholders