

Decision Brief Template



SCORECARD
SALES SOLUTIONS

- **Decision Brief**
- **Account / Opportunity:** _____
- **Prepared by:** _____ **Date:** ____ / ____ / ____
- **Review meeting:** ____ / ____ / ____ • **Version:** _____

1) Business Challenge (client's words — one sentence)

Write exactly how the client describes the problem.

2) Options (short & comparable)

Option A

- **Summary (1-2 lines):** _____
- **When it works / for whom:** _____
- **Dependencies:** _____
- **Risks (L/M/H):** _____ **Time to value (Fast/Med/Slow):** _____
- **Est. Cost (\$/\$/\$/\$\$):** _____ **Est. Impact:** _____
- **Proof (case/link):** _____

Option B

- **Summary (1-2 lines):** _____
- **When it works / for whom:** _____
- **Dependencies:** _____
- **Risks (L/M/H):** _____ **Time to value (Fast/Med/Slow):** _____
- **Est. Cost (\$/\$/\$/\$\$):** _____ **Est. Impact:** _____
- **Proof (case/link):** _____

Option C

- **Summary (1-2 lines):** _____
- **When it works / for whom:** _____
- **Dependencies:** _____

- Risks (L/M/H): _____ Time to value (Fast/Med/Slow): _____
- Est. Cost (\$/\$/\$/\$): _____ Est. Impact: _____
- Proof (case/link): _____

3) Decision Criteria (weight what matters)

Criteria	Weight (0–5)	A (1–5)	B (1–5)	C (1–5)
Risk reduction				
Time to value				
Cost (TCO)				
Business impact (KPI)				
Strategic fit				
Compliance/Security				
Weighted totals				

How to score: Multiply **Weight × Score** by column; highest total = recommended path.

4) Recommendation (1–2 lines)

We recommend Option ___ because it maximizes [top 1–2 criteria] while controlling [key risk/cost].

