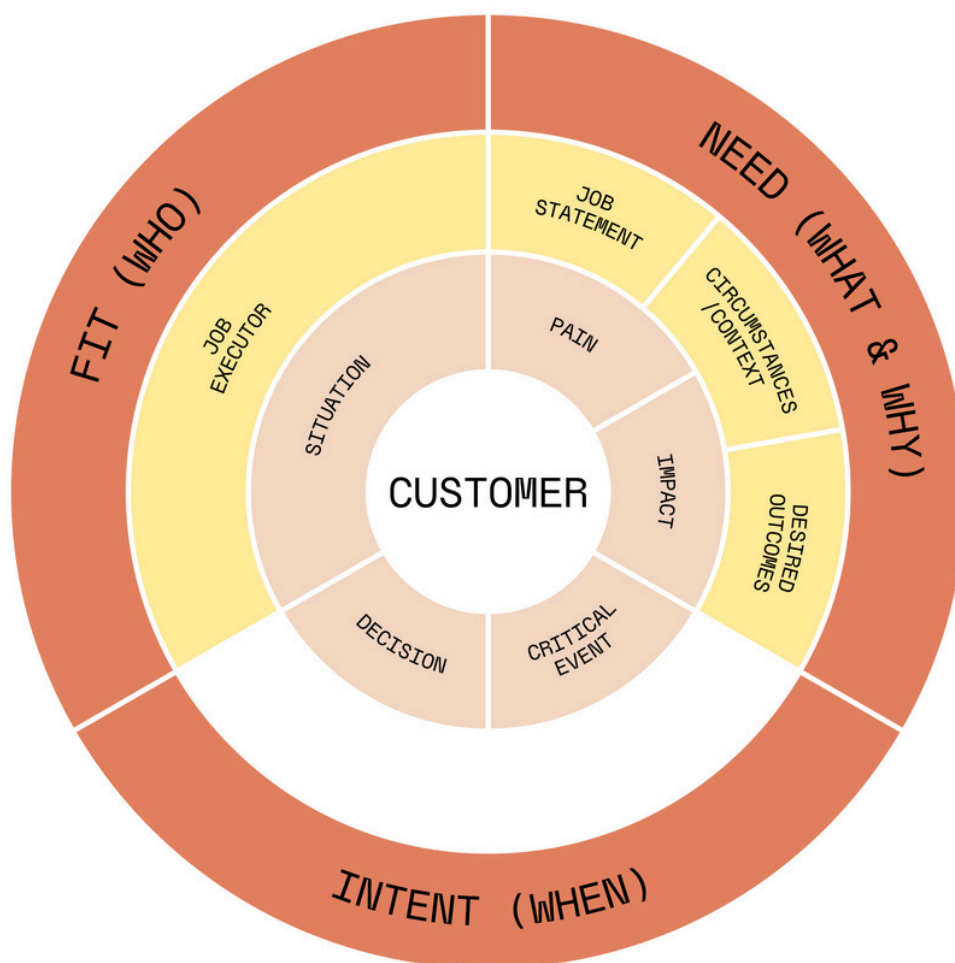




UNIFYING PRODUCT AND COMMERCIAL'S VIEW OF THE CUSTOMER

Product and commercial teams are viewing the customer through an almost identical lens, they just don't realise it. Bringing it all together in one place using a consistent structure, aligns the evidence-backed decision-making across the business.



Good sales and product methodologies will focus on discovering the needs of the customer. We've baked the principles of many market-leading customer-centric discovery methodologies into the way Four/Four interprets and extracts insights.

Two of the main methodologies we use are Jobs-to-be-done (JTDB) from the product world and SPICED from the sales and commercial world.



Product Lens - JTBD ●

The Jobs-to-be-done (JTBD) methodology is a framework for understanding customer needs by focusing on the underlying goal or "job" they are trying to accomplish, rather than just demographic data .

Job Executor: The person actively getting the task done.

Job Statement: A clear description of what the user wants to accomplish (e.g. "Pass on life lessons to my children," not "Buy a book").

Circumstances / context: The specific situation or environment where the job arises (e.g. "When commuting to work...").

Desired Outcomes: The metrics customers use to measure success in getting the job done (e.g. "minimise the time it takes to...").

Commercial Lens - SPICED ●

The SPICED methodology, developed by Winning by Design, is a customer-centric sales framework designed for to diagnose client needs rather than just pitching products.

Situation: Industry, tech stack, size.

Pain: How the prospect describes the difficulties they are having and problems they want to overcome.

Impact: What the value would be of resolving the issues.

Critical Event: Determining the specific deadline or trigger for action.

Decision: The criteria for purchase.





How we create and classify insights to help with your single view of the customer

Jobs

Derived from the Jobs To Be Done methodology, a "job" is a task the speaker has specifically mentioned as something they're trying to achieve. Jobs are written in the form "I want to do X so I can achieve Y"

Jobs break down into five categories:

Sales: A job relating to a part of the sales process such as requesting pricing, understanding competitors and signing contracts.

Non-functional: A job the speaker needs to perform, but not necessarily through a function of the product or solution being discussed. Such as driving usage and adoption, preparing reports for other teams or satisfying IT and Security departments.

Functional: A job the speaker needs to perform that they expect or require the product or solution being discussed to perform. These will likely be specific to your offering.

Deployment: A job relating specifically to the implementation or deployment of the product or solution. Such as integrating with other systems, planning a rollout and user training.

Solutions

Solutions are insights collected from internal participants with a role like "Sales Engineer" or "Solution Consultant". They capture where an expert is describing to a prospect or customer how their goals can be achieved using the product or service.

Consultants are often discussing how software will work in the customer's environment, and sometimes how processes need to be changed or customisations implemented to meet the need. These insights can therefore be highly valuable to customer success and product teams in understanding how the solution was presented as meeting the customer's needs. They may also be used for internal training, to ensure functionality is being uniformly presented across the consulting team.

Solutions come in one of these categories:

Process: The consultant describes how the customer can change a process on their side to use functionality in the product.

Customise: The consultant describes how the product can be customised to meet the customer's need.

Feature: The consultant describes how existing functionality meets the customer's need.



Pain and Impact

Derived from the SPICED methodology, Pain and Impact insights relate to how the prospect describes the difficulties they are having and problems they want to overcome, and what the value would be of resolving these issues.

Both Pain and Impact can be described Emotionally or Rationally. These have particular value to marketing teams trying to understand how the customer articulates their difficulties and the language they use, to design messaging campaigns.

Features

Features are types of requests made for changes or enhancements to the product being discussed.

Features fit into one of these categories:

Request: A direct request for a new product feature or capability the speaker wants.

Enhancement: Functionality that the product partially has or could be configured to perform, but which needs improvement.

Configuration Additional configuration options needed to meet the speaker's requirements.

Service Additional services or support such as training that will assist with their use of the software. These are not necessarily technical in-product features, but could be additional services the audience is interested in.

Why does structure matter?

Improves retrieval accuracy

In RAG (Retrieval-Augmented Generation), structured metadata lets you filter before semantic search e.g., "only look at feature requests from UK Enterprise businesses." Without it, the model retrieves based on semantic similarity alone, which is way noisier.

Enables reliable output formatting

When training or fine-tuning on structured data, the model learns consistent input-to-output patterns.

Easier grounding and fact-checking

The model can be explicitly pointed to a field value rather than having to extract it from prose, reducing hallucination risk.

Token efficiency

Structured data is far denser in meaning per token. A JSON record conveying 10 facts will use far fewer tokens than a paragraph saying the same thing, leaving more context window for reasoning.

Structure gives any model less to guess and more to use.

