

Overview

Sample operating document • July 2026

Buyer segment categories

Map each segment before price-led outreach. Segment choice changes proof burden, MOQ logic, and communication style.

Segment definitions

- Importer / distributor: inventory, territory, margin, after-sales support
- OEM / ODM buyer: drawings, revision control, sampling, compliance path
- Industrial end user: installation, warranty, spare parts, service geography
- Project integrator: interface fit, commissioning, schedule risk
- Maintenance / aftermarket: replacement specs, lead time, interchangeability

Scoring criteria

Criteria: urgency • category fit • certification dependency • order volume • documentation burden • outreach priority

Example buyer-fit table

Segment	Urgency	Fit	Cert load	Volume	Docs	Priority
OEM buyer	H	H	H	M	H	1
Integrator	H	H	M	H	Project	H 1
Distributor	M	M	M	M	M	2
End user	M	M	H	L	M	H 2
Aftermarket	L	M	M	M	L	M M 3

Recommended outreach path

- 1) Select top two segments with highest fit ^ urgency
- 2) Build segment-specific proof pack (not a generic brochure dump)
- 3) Align RFQ response format to segment decision criteria
- 4) Sequence outreach after red documentation gaps are closed