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ILLUSTRATIVE RESEARCH SAMPLE

# From plausible data to reviewable intelligence.

A compact example of how ASR qualifies a prospect record, preserves source reasoning and labels the final status for practical use.

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FICTIONAL DEMONSTRATION RECORD

## Northstar Systems

Designed to demonstrate research structure, not a client outcome.

> **Visible fit**
> **Visible evidence**
> **Visible status**

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01 / RESEARCH BRIEF

# Define what belongs before filling rows.

This fictional brief asks whether Northstar Systems fits a B2B software opportunity set and whether the named growth leader is relevant to the intended conversation.

## BRIEF

MARKET — DEFINED
**International B2B**

TARGET ACCOUNT — TO QUALIFY
**B2B software**

DECISION CONTEXT — DEFINED
**Revenue growth**

DELIVERY — AGREED
**CRM ready structure**

## QUESTIONS THE EVIDENCE MUST ANSWER

01 Is the business a software provider or a general technology service?

02 Which role owns the relevant growth decision?

03 Which source supports each conclusion?

04 What is confirmed, conditional or unresolved?

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02 / EVIDENCE REVIEW

# Conflicts stay visible until the source resolves them.

The record is not treated as reliable merely because every field is populated. Each conclusion keeps its reasoning and status attached.

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ACCOUNT CATEGORY

## B2B software

Alternative input: Technology services

Illustrative company website language describes a software product, recurring platform access and product features. The narrower category is retained.

STATUS: CONFIRMED FOR THIS SAMPLE

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DECISION MAKER

## VP Growth

Alternative input: Head of Revenue

Illustrative leadership evidence places growth strategy and acquisition ownership with the VP Growth role. The decision relevance is documented.

STATUS: IDENTIFIED FOR THIS SAMPLE

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HUMAN JUDGEMENT

Evidence informs the decision. It does not remove the need to interpret the brief, compare sources and record uncertainty honestly.

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03 / STRUCTURED DELIVERY

# The final record is clear enough to review and use.

This output shows the information that survives the evidence review, together with its status and the source type used in the fictional demonstration.

| DECISION READY PROSPECT RECORD | Northstar Systems | | |
|---|---|---|---|
| ACCOUNT FIT | B2B software | CONFIRMED | Company website |
| DECISION MAKER | VP Growth | IDENTIFIED | Leadership evidence |
| SOURCE EVIDENCE | Attached | REVIEWABLE | Illustrative sources |
| CONTACT STATUS | Email status confirmed | CONFIRMED | Validation record |
| DELIVERY | Prepared for CRM use | READY | Agreed structure |

## WHAT THIS SAMPLE DEMONSTRATES

Qualification begins with the brief. Source reasoning remains visible. Uncertainty is labelled. Delivery is structured around the agreed workflow.

DISCUSS YOUR BRIEF

aurooj@asrleadintelligence.com