



How To Run Successful POVs Guide

Let Your Revenue Fly

PART 1 - ALIGNMENT MEETINGS BEFORE THE POV

1. Champion Alignment Meeting
2. Executive Buyer (EB) Alignment Meeting

PART 2 - POV MEETINGS

1. POV Kickoff Meeting
2. Mid-POV Review
3. POV Readout

One of the biggest mistakes early-stage companies make is treating a POV as a technical exercise instead of what it really is:

A structured buying process.

A controlled POV is designed to:

- Reduce surprises
- Maintain momentum
- Create stakeholder alignment
- Surface blockers early
- Increase the likelihood of reaching a buying decision

Without structure, POVs often become:

- Endless technical projects
- “Free consulting”
- Processes with unclear ownership
- Deals that lose momentum and die quietly

The framework below is designed to help you run POVs in a much more controlled and intentional way.

Part 1 - Alignment Meetings Before the POV

1. Champion Alignment Meeting

PARTICIPANTS

- Champion
- Seller / AE

PURPOSE

Align on the foundations required before launching the POV:

- Success criteria
- Required level of effort
- Resources needed
- Initial commercial alignment (preferably with ROI)

KEY EMPHASIS

The goal is to uncover gaps early:

- Are we solving an important enough problem?
- Is the customer truly willing to invest effort?
- Is there realistic commercial alignment?

This meeting creates the foundation for a controlled POV instead of a “free trial.”

2. Executive Buyer (EB) Alignment Meeting

PARTICIPANTS

Customer Side

- Champion
- Economic Buyer

Vendor Side

- Seller / AE
- Senior stakeholder / CEO (especially in early-stage companies)

PURPOSE

Get executive alignment before investing heavily in the POV.

The goal is to ensure:

- Executive support exists
- The POV aligns with business priorities
- If success criteria are met, there is a path to a deal

KEY EMPHASIS

Before the EB meeting, we must prepare with the champion:

- Align on narrative
- Anticipate objections
- Avoid surprises

If direct access to the EB is impossible, the champion should run this alignment internally after being properly prepared.

Part 2 - POV Meetings

1. POV Kickoff Meeting

PARTICIPANTS

Everyone actively involved in the POV on both sides:

- Business stakeholders
- Technical stakeholders
- Product / solutions / CS teams

PURPOSE

Align everyone before execution starts:

- Challenges we aim to solve
- Success criteria
- How success will be measured
- Roles and responsibilities
- Meeting cadence
- Timeline and milestones

KEY EMPHASIS

The kickoff happens only *after* the decision to run the POV was already made.

It is not:

- A sales pitch
- A POV approval meeting
- A discovery meeting

The goal is:

No surprises and no blockers.

2. Mid-POV Review

PARTICIPANTS

- Champion (most important participant)
- Relevant operational and technical stakeholders
- Seller / AE
- Internal POV owner

PURPOSE

Understand where we *really* stand while we can still impact the outcome.

Examples:

- Extend the POV if value is not clear yet
- Adjust the product if needed
- Handle blockers early
- Re-engage stakeholders if momentum drops

KEY EMPHASIS

The champion is the most important source of truth.

If there are multiple participants, we should also have a private conversation with the champion to create space for honest feedback.

3. POV Readout

PARTICIPANTS

Relevant business and technical stakeholders from both sides.

PURPOSE

Present the POV outcomes and move toward a buying decision.

TWO CRITICAL PRINCIPLES

1. Prep With The Champion Beforehand

Never walk into the readout blind.

Before the meeting:

- Review the narrative together
- Anticipate objections
- Align on messaging
- Ensure there are no surprises

2. Let The Champion Present

Whenever possible, let the champion present part of the results.

It is dramatically more powerful when:

- The customer explains the value
- The customer tells the success story
- The customer advocates internally

You will often be surprised how excited champions are to do this when properly prepared.

Final Thoughts

A successful POV is rarely about technology alone.

MOST POVS FAIL BECAUSE OF:

- Weak alignment
- Lack of executive buy-in
- Unclear success criteria
- Poor stakeholder management
- Lost momentum
- Hidden blockers
- Surprises discovered too late

The best sales teams treat POVs as controlled processes from day one.

The goal is not just to “prove the product works.”

THE REAL GOAL IS:

- To create confidence
- To build internal momentum
- To help the customer navigate a buying decision successfully

Run your POVs proactively, collaboratively, and intentionally.

That alone will dramatically improve your conversion rates.

Stage	Participants	Main Purpose	Key Things To Cover	Most Important Emphasis
Champion Alignment Meeting	Champion + Seller/AE	Ensure there is enough alignment before launching the POV	Success criteria, required effort, resources, initial commercial alignment/ROI	Uncover gaps early - pain priority, willingness to invest effort, and commercial viability
Executive Buyer (EB) Alignment Meeting	Champion + EB + Seller/AE + senior stakeholder/CEO	Secure executive alignment and create a path to a deal if POV succeeds	Business alignment, executive support, commercial direction, path to purchase	Prep with the champion beforehand to avoid surprises and strengthen the narrative
POV Kickoff Meeting	All stakeholders actively involved in the POV on both sides	Align everyone before execution starts	Success criteria, measurements, roles/responsibilities, timeline, meeting cadence, milestones	The POV was already approved before this meeting. Goal = no surprises and no blockers
Mid-POV Review	Champion + operational/technical stakeholders + Seller/AE + POV owner	Understand where things truly stand while there is still time to impact the outcome	Progress vs success criteria, blockers, engagement, stakeholder sentiment, needed adjustments	The champion is the main source of truth. Private conversation with the champion is often critical
POV Readout	Relevant business and technical stakeholders from both sides	Present outcomes and drive toward a buying decision	Results, business impact, success criteria achieved, next steps	Prep with the champion beforehand and let the champion present part of the results whenever possible