

The four purchase questions

Price is the smallest of the four. Ask them in this order and the decision usually makes itself.

ONE TOOL, FOUR QUESTIONS

The tool

1 · What does it cost, all in, for a year?

Licence + per seat + setup + the integration nobody mentions

\$

2 · Hours a month it adds, or removes

A minus sign is the interesting case

3 · Your real hourly

From sheet 8

x \$

The hours, priced, for a year

= \$

4 · What it costs to leave

Run the export test

\$

TOTAL, YEAR ONE

= \$

A vendor tour answers the first question and none of the others. That is precisely why it is a tour and not a decision.

THE SAME FOUR QUESTIONS, ACROSS WHAT YOU ARE CHOOSING BETWEEN

OPTION	1 · COST / YR	2 · HOURS	3 · HOURS PRICED	4 · EXIT