



CLIMB Talk Tracks

Exactly what to say to get access to power

C Clarify Questions

How to accurately and effectively identify where power lies.

Timing: During discovery, post qualification.

Via Outbound

- 1 "Before we jump into the demo, I can imagine this decision will positively impact others on the team. Who else do you see this decision impacting?"

Via Inbound

- 1 "Who else on the team is prioritizing solving this issue? Who else do you see this decision positively impacting?"

Via Decision Maker

- 1 "It sounds like this initiative is a high priority with [DM Name], who else in the organization will this positively impact?"

2 "How do you envision them being involved in this process?"

3 "We will plan to focus on the needs most important to you, however, if time permits we can also discuss how the solution can solve your peers challenges. What challenges have they shared with you that you believe the solution can help solve?"

L Learn Questions

Understand the roles of the decision makers and influencers, as well as their process.

Timing: Post Demo / Post Close for the Next Meeting.

- 1 **Transition Statement:** "Excited to meet with you again on Wednesday. To maximize our time together, can I ask a couple additional questions before we wrap up?"
- 2 "Can you help me understand what the evaluation process will look like for yourself **and your team?**"
- 3 "Should you select our solution, who's alignment will be important in that decision making process?"

I Involve Questions

Formally involve power in the process (how to tactfully and strategically ask for them to be included).

Timing: Right after Learn – These are the next questions.

- 1 **Set the stage:** "Thank you for sharing that information. It sounds like NAME, NAME, and NAME's involvement in this process is important."
- 2 "Are you open to us adding them to our meeting on Wednesday?"
- 3 **If they say "no":** "Based on the process you shared earlier, it sounds like their understanding and alignment is imperative to this project's success. Am concerned that they may have questions we aren't thinking of that may go unanswered...What is your hesitation to including them in the next step?"

