

Business Issue Guide

What is a Business Issue?

Your buyer has corporate objectives to accomplish to maintain and grow their business.

A **Business Issue** is:

- A high-level impediment that prevents business objectives from succeeding
- Time-bound
- Stated in financial terms
- The most critical metric upon which a buyer's performance is measured

In for-profit businesses, Business Issues are most often linked to revenue growth, cost savings, and regulatory compliance. All entities, even public sector, have Business Issues.

How to Reveal a Business Issue

Ask these questions to reveal a Business Issue.

- *"What are the key goals and objectives of your business?"*
- *"What stands in the way of you contributing to your company's business objective?"*
- *"Why are you evaluating alternatives now?"*
- *"What are your corporate goals and objectives?"*
- *"What is your #1 focus or priority for this year?"*
- *"Other SVPs (or the same title as your prospect) tell us that their #1 concern is _____; how are you addressing that here?"*