




O-P-C Question Examples

			
BUSINESS ISSUE	<ul style="list-style-type: none"> What stands in the way of you contributing to the overall company's objective? What is your #1 priority or challenge? What do you have to accomplish in order to be viewed as successful this year? What's the most important concern on your plate this year? 	<ul style="list-style-type: none"> Other CFOs (or same title as your prospect) tell us that their #1 concern is _____; does this resonate with you as well?" 	<ul style="list-style-type: none"> Is this what you're ultimately measured on?
PROBLEM	<ul style="list-style-type: none"> Why are you having difficulties? What is causing this...? Please tell me more about it? What are the reasons? 	<ul style="list-style-type: none"> Have you ever experienced ___? Do you find that ___? Is it difficult to ___? 	<ul style="list-style-type: none"> Let me see if I got this right... So what I'm hearing is... Can I play this back to you?
SOLUTION	<ul style="list-style-type: none"> What is your vision of the solution? What have you tried so far? What do you think it would take to solve? 	<ul style="list-style-type: none"> Do you have the capability to ___? Do you think we should look at ways to ___? Have you thought about ___? 	<ul style="list-style-type: none"> Would these capabilities enable you to address the Business Issue? Have we missed anything that addresses the BI?
BUSINESS VALUE	<ul style="list-style-type: none"> How would you quantify the impact? What would be the impact on the business? How will you measure success? 	<ul style="list-style-type: none"> Can you quantify problem #1, #2, #3...? Can we estimate how much is being lost by not taking action on ___? 	<ul style="list-style-type: none"> Are there any initiatives with more value? Is this enough value to take action?
PERSONAL VALUE	<ul style="list-style-type: none"> How does this affect you? Why does this have any bearing on you personally? How could this impact you? 	<ul style="list-style-type: none"> Would this have a significant impact on your career? Is this causing you any frustration, irritation, or...? 	<ul style="list-style-type: none"> Is there anything more important to you? Where does this sit on your priority list?

POWER

- | | | |
|--|---|---|
| ✓ Who's involved with the decision? | ✓ When your team makes a decision, can ____ sign off? | ✓ In order to get this done, it sounds like ____ has to be convinced. |
| ✓ Who is impacted by this decision? | ✓ Can ____ veto the decision? | ✓ It seems like we have to work together to convince ____. |
| ✓ What is the decision-making process? | ✓ Does ____ have a sign-off limit? | ✓ When can we meet with ____? |

PLAN

- | | | |
|--|---------------------------|---|
| ✓ What do you need to see to be convinced? | ✓ Meet with stakeholders? | ✓ When we complete this list, will you be ready to make a purchase? |
| ✓ What set of activities do you need to see? | ✓ Pre-proposal review? | ✓ If anything changes on this list, will you tell me as soon as possible? |
| ✓ What steps do you suggest we put together? | ✓ ROI analysis? | ✓ Do you anticipate adding anything to the list? |