

	Problem	Solution
Open	<ul style="list-style-type: none"> What is getting in the way of you achieving your #1 priority (B.I.)? What are some of the challenges you are facing? Why are you having difficulties? 	<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....?
Probe	<ul style="list-style-type: none"> Have you ever experienced....? Other customers have found it difficult to....; is that a problem for you? Would you anticipate a problem like....? 	<ul style="list-style-type: none"> What if you were able to (insert capability) does this solve the problem? Do you think we should look at ways to....? Have you thought about....?
Confirm	<ul style="list-style-type: none"> Let me summarize the challenges I heard (insert problems) did I get that right? Can I play this back to you? (Insert problems) 	<ul style="list-style-type: none"> Let me summarize what you are looking for in a solution.... did I get this correct? Would these capabilities enable you to address the Business Issue?
	Business Value	Personal Value
Open	<ul style="list-style-type: none"> What would be the impact? How would you quantify the value in solving the problem? How much value is required to justify the investment? 	<ul style="list-style-type: none"> What is the most important element for you personally? What might this solution do for you personally? If we can solve X, how does this help you personally?
Probe	<ul style="list-style-type: none"> Another client X was able to achieve Y, can we quantify "it" for you? Would it be more or less? Can you quantify the value of solving problem #1.... #2.... #3....etc? Can we estimate how much is being lost by not taking action on (insert problem)? 	<ul style="list-style-type: none"> When speaking with (name & title similar to buyer), he/she shared with me his/her personal motivation was....; is it similar for you? Would this have a significant impact on your career? Is there anything more important to you?
Confirm	<ul style="list-style-type: none"> Let me summarize what I have heard in terms of areas of value #1.... #2.... #3....did I get them correct? 	<ul style="list-style-type: none"> N/A
	Power	Plan
Open	<ul style="list-style-type: none"> Who else is involved with the decision? Who's impacted by this decision? Who has the most to gain by this decision? 	<ul style="list-style-type: none"> What do you need to see to be convinced? What set of activities do you need to see? What steps do you suggest we put together?
Probe	<ul style="list-style-type: none"> Do you have a specific sign-off limit? We have often found "x" (title) involvement; would they need to be part of the process as well? Once the decision is made, is there anyone other than you who must sign our agreement? Can anyone veto your decision? 	<ul style="list-style-type: none"> Should we meet with all the stakeholders to....? Would it be wise to conduct a pre-proposal review with....? Do you need to see a ROI analysis?
Confirm	<ul style="list-style-type: none"> To summarize, the key individuals involved are....? 	<ul style="list-style-type: none"> Just so I have it right, the process and steps are....?