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| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  |  |  |  | |  |  | **CONTACT:** | Enter your client or prospect’s name and title here |  | |  |  |  |  |  | |  | **BUSINESS ISSUE:** | Describe the strategic business driver that the individual is planning to accomplish to meet their corporate objectives. Typically, what the individual is measured on at review time. List the top 1-2. | |  | |  |  |  |  |  | |  | **ANXIETY QUESTION:** | Create an Anxiety Question that is concise, has emotional impact, and causes the individual to experience the impact of not implementing your solution. | |  | |  |  |  | © 1993-2022 ValueSelling Associates, Inc. All rights reserved. |  | | |
| |  |  |  | | --- | --- | --- | |  | **PROBLEM** |  | |  | List the problems that prevent the individual from resolving their business issues, in their words. Which probing questions did they agree with? List all that apply. |  | |  | |  |  |  | | --- | --- | --- | | **OPEN** | **PROBE** | **CONFIRM** | |  | | |  |  |  | | --- | --- | --- | |  | **SOLUTION** |  | |  | List the individual’s description of their desired solution to the problems, in their own words. Which probing questions did they agree with? List all that apply. |  | | **OPEN** | |  |  |  | | --- | --- | --- | |  | **PROBE** | **CONFIRM** | |  | |
| |  |  |  | | --- | --- | --- | |  | **VALUE** |  | |  | *Business Value:* Describe how the individual will measure the impact of your solution on their business issue in terms of quantifiable positive impact. *Personal Value:* Describe how the individual will realize the impact of your solution personally, e.g., career achievement, bonus, status. |  | | **OPEN** | |  |  |  | | --- | --- | --- | |  | **PROBE** | **CONFIRM** | |  | | |  |  |  | | --- | --- | --- | |  | **POWER** |  | |  | Identify all individuals with the authority to authorize or prevent a purchase decision. Describe the individual’s decision-making process. |  | | **OPEN** | |  |  |  | | --- | --- | --- | |  | **PROBE** | **CONFIRM** | |  | |
| |  |  |  | | --- | --- | --- | |  | **PLAN** |  | |  | Describe the activities and deliverables the individual needs to be convinced that your solution is the best. |  | | **OPEN** | |  |  |  | | --- | --- | --- | |  | **PROBE** | **CONFIRM** | |  | |