|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  | | | |  |
| **Contact:** | Enter your client or prospect’s name and title here | | |
| **Business Issue:** | Describe the strategic business driver that the customer is planning to accomplish to meet their business objectives. Typically what the customer is measured on at review time. List the top 1-2. | | | |
| **Anxiety Question:** | Create an anxiety questions that is short, create an emotional impact, and make the prospect experience the negative impact of not implementing your solution. | | | |
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|  | **PROBLEM** | |  |  | **SOLUTION** | **open**  **probe**  **confirm** |
| List the problems that prevent the customer from resolving their business issues, in their words. Which probing questions did they agree with? List all that apply. | |  | List the prospect’s description of their desired solution to those problems, in their words. Which probing questions did they agree with? List all that apply. |
| **open**  **probe**  **confirm** | | **open**  **probe**  **confirm** |  |
|  | **Value** | |  |  | **Power** |  |
| Business Value: Describe how the customer will measure the impact of your solution on their business issue in terms of quantifiable positive impact on the business issue. Personal Value: Describe how the customer will realize the impact of your solution personally, e.g., career achievement, bonus, status. | | Identify all people with the power to make the ultimate decision or veto the decision. Describe your client's decision-making process. |
| **open**  **probe**  **confirm** |
|  | **Plan** |  |
| Describe the activities the prospect needs to see to be convinced that you are the right organization to do business with. |
| **open**  **probe**  **confirm** | | **open**  **probe**  **confirm** |