

Practice Activity

Create OPC Questions to Address Gaps in Your Sales Process



Objective:

To identify gaps in your sales process by utilizing the Opportunity Assessment Tool and update the ValuePrompter® with the Open, Probe, Confirm (OPC) questions.

Instructions:

- Review the relevant Opportunity Assessment Tool (B2B/B2C) to identify specific gaps in Differentiated VisionMatch™, Value, Power, and Plan.
- If you are assessing business opportunities (B2B), focus on areas where decision-makers are unclear, the business value is not confirmed, or the mutual plan lacks critical steps.
- If you are assessing opportunities with individual clients (B2C), focus on areas where personal objectives are unclear, influence over decisions isn't confirmed, or where personal value has not been validated.
- Create Open, Probe, and Confirm questions to address these identified gaps.
- Update the ValuePrompter® with these questions in the appropriate boxes to guide your next sales conversation.

Examples of OPC Questions for B2B:

Open Questions:

- Who else might influence the buying decision?

Not more than 300 characters

- Can you describe the critical steps in the purchase process?

Not more than 300 characters

Probe Questions:

- How does the decision-making process align with your company's priorities?

Not more than 300 characters

- What are the potential blockers to executing this purchase?

Not more than 300 characters

Confirm Questions:

- Have we confirmed the roles of all decision-makers in writing?

Not more than 300 characters

- Is the identified business value documented in your mutual plan?

Not more than 300 characters

Examples of OPC Questions for B2C:

Open Questions:

- What personal goals are driving your decision-making process?

Not more than 300 characters

- Who else might impact your final decision?

Not more than 300 characters

Probe Questions:

- How confident are you that all personal objectives are reflected in our plan?

Not more than 300 characters

- What might prevent you from moving forward?

Not more than 300 characters

Confirm Questions:

- Have we validated your key objectives in writing?

Not more than 300 characters

- Is the agreed value outlined clearly in our mutual plan?

Not more than 300 characters

When you're ready, return to the e-learning course to continue your learning journey.