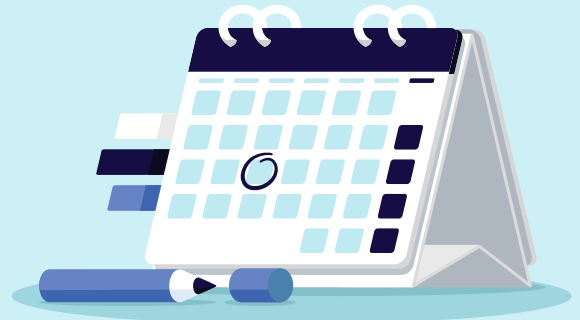


# Practice Activity

Prepare for the First Meeting  
Using the ValuePrompter



## Scenario

Imagine you are preparing for a sales call with Susan, the CEO of a mid-sized retail company.

## Objective

Demonstrate how the ValuePrompter is used in posing deliberate OPC questions and capturing Susan's responses as she prepares for her sales call.

## Instructions

1. Go through the open and probe questions under the Problem and Solution categories.
2. Add these questions under the Problem and Solution categories of the ValuePrompter.

Remember to include Confirm questions after your prospects share their thoughts. Confirm questions summarize what you have heard and repeat it back to the prospect, demonstrating active listening and ensuring mutual understanding.

### Problem Box

#### Open Question:

Can you describe the specific challenges you're facing with customer retention?

#### Probe Question 1:

Are customer complaints increasing due to these retention issues?

#### Probe Question 2:

Is there a particular segment of your customer base that is most affected?

### Solution Box

#### Open Question:

What solutions have you considered to address the retention and cost issues?

#### Probe Question 1:

Do you think implementing a loyalty program would help with retention?

#### Probe Question 2:

Are you considering any automation tools to reduce operational costs?

Contact:

Business Issue /   
Individual Objective:

Anxiety Question:

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## Problem

Open Question:

Not more than 100 characters

Probe Question:

- 

Not more than 100 characters

- 

Not more than 100 characters

- 

Not more than 100 characters

Confirm Question:

OPEN

PROBE

CONFIRM

## Solution

Open Question:

Not more than 100 characters

Probe Question:

- 

Not more than 100 characters

- 

Not more than 100 characters

- 

Not more than 100 characters

Confirm Question:

OPEN

PROBE

CONFIRM

Value

Open Question: Add Open

BV Probe Question:

Add Probe

Add Probe

Add Probe

PV Question: Add Personal Value Question

Confirm Question: Add Confirm

OPEN

PROBE

CONFIRM

Power

Open Question: Add Open

Probe Question: Add Probe

Confirm Question: Add Confirm

OPEN

PROBE

CONFIRM

Plan

Open Question: Add Open

Probe Question: Add Probe

Confirm Question: Add Confirm

OPEN

PROBE

CONFIRM

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