# Stop Selling ➡ Start Solving™

# Practice Activity
## Prepare for a 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?

# ValuePrompter®

**Contact:** Add contact name here

**Business Issue / Individual Objective:** Add Business Issue or Individual Objective here

**Anxiety Question:** Add Anxiety Question here

| Problem | Solution |
|---|---|
| **Open Question:** Add Open | **Open Question:** Add Open |
| Not more than 100 characters | Not more than 100 characters |
| **Probe Question:** | **Probe Question:** |
| • Add Probe | • Add Probe |
| Not more than 100 characters | Not more than 100 characters |
| • Add Probe | • Add Probe |
| Not more than 100 characters | Not more than 100 characters |
| • Add Probe | • Add Probe |
| Not more than 100 characters | Not more than 100 characters |
| **Confirm Question:** Add Confirm | **Confirm Question:** Add Confirm |
| OPEN    PROBE    CONFIRM | 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.**