



Practice Activity:

Craft OPC Power Questions for Your ValuePrompter®

Objective:

To continue the development of a ValuePrompter® for an opportunity you are working on.

Instructions:



Read the instructions provided below.



Craft Power Open and Probe questions for the Power box of your ValuePrompter®.



Open the ValuePrompter® you are developing for the opportunity you selected in Section 4 - Product is in the Mind of the Buyer.

Example Questions:

Open Question Stems:

- Who else in your company will be involved in the decision-making process?

Not more than 300 characters

- Who are the others who may be involved in helping you make this decision?

Not more than 300 characters

Probe Question Stems:

- Do you have anyone who reviews master contracts before you sign them?

Not more than 300 characters

- Is there anyone in your family you want to be involved in this decision?

Not more than 300 characters

Confirm Questions:

- 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.

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