

Practice Activity

Capture the Client's Responses

Using the ValuePrompter®



Scenario

You've met with Susan, the CEO of a retail chain of stores. After asking the OPC questions you planned, you want to record her responses to those questions while your memory is fresh.

Objective

Demonstrate how the ValuePrompter is used in posing deliberate OPC questions and capturing Susan's responses during the meeting, setting the stage for a productive follow-up session.

Instructions

1. Go through the open and probe questions along with Susan's responses under the Problem category.

2. Add Susan's responses under the Problem category containing open and probe questions in 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.

Examples of Open and Probe Question Responses

Problem Box

Open Question:

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

Susan's Response: "We've been noticing a significant drop in repeat customers over the past six months. Our customer feedback surveys indicate dissatisfaction with our after-sales service, and many customers have mentioned that they don't feel valued after their initial purchase."

Probe Question 1:

Are customer complaints increasing due to these retention issues?

Susan's Response: "Yes, absolutely. Our customer service team has been overwhelmed with complaints about slow response times and unresolved issues. It's clear that our current support processes aren't keeping up with customer expectations."

Probe Question 2:

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

Susan's Response: "Our loyalty program members, who were once our most dedicated customers, seem to be the most affected. They've been voicing their dissatisfaction more vocally than our regular customers, which is concerning because they are a key segment for us."

Contact:

Business Issue / Individual Objective:

Anxiety Question:

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Problem

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

Probe Question:

- Are customer complaints increasing due to these retention issues?
- Is there a particular segment of your customer base that is most affected?

Confirm Question:

Not more than 100 characters

OPEN

PROBE

CONFIRM

Solution

Open Question:

Probe Question:

-
-
-

Confirm Question:

OPEN

PROBE

CONFIRM

Value

Open Question:

BV Probe Question:

-
-
-

PV Question:

Confirm Question:

Power

Open Question:

Probe Question:

Confirm Question:

OPEN

PROBE

CONFIRM

Plan

Open Question:

Probe Question:

Confirm Question:

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