

Practice Activity:

Apply Triangulation to Uncover Who Has Power



Objective:

To practice using **OPC** questions within the **Power** section of your ValuePrompter® to validate who holds decision-making authority. You will learn how to ask multiple people involved in the buying process, ensuring you're engaging the right individuals throughout the sales conversation.

Instructions:

- Open the ValuePrompter® and focus on the Power box.
- Create three open-ended questions that should help you identify any hidden decision-makers or influencers that you can ask multiple people to validate who has the final authority over the purchasing decision.
- Create three probe questions that you could ask to further validate who has the authority. These questions should be directed to both the parties to ensure that the decision-making process is fully understood.
- Add the questions to your ValuePrompter® under the Power section to prepare for your next conversation.
- Select up to three people in your prospect's company to ask these questions to validate who has Power and what their buying process entails.

Example Open-ended Questions:

- Besides you, who else will be involved in deciding whether this is the right solution for your business?

Not more than 300 characters

- How do you typically work with Power on making large business decisions like this?

Not more than 300 characters

- What is your typical buying process?

Not more than 300 characters

Example Probe Questions:

- Is Power's input required before making the final decision?

Not more than 300 characters

- Do you and Power usually make these decisions together, or does one of you take the lead?

Not more than 300 characters

- Do you have a standard process that you follow for evaluating and approving new solutions like ours?

Not more than 300 characters

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