



# Practice Activity:

## Add Business and Personal Value Questions to Your ValuePrompter®

### Objective:

In this activity, you'll continue building on the ValuePrompter® you started in the Differentiated VisionMatch™ course. This time, you'll focus on crafting tailored Business and Personal Value questions for a real opportunity.

The goal is to refine your ValuePrompter® by adding specific Open, Probe, and Confirm (OPC) questions that will help you uncover the key drivers for your buyer, ensuring a deeper understanding of what matters most to them.

### Instructions:

1. **Revisit Your ValuePrompter®:** Start by reviewing the ValuePrompter® you created in the Differentiated VisionMatch™ course. Reflect on the prospect you were working with and the initial insights you gathered about their needs and challenges.
2. **Business and Personal Value Exploration:**
  - **Business Value Questions:** Think about the tangible, measurable outcomes your prospect needs from your solution—like ROI, cost savings, increased efficiency, or market expansion. Consider what metrics they would use to justify an investment.
  - **Personal Value Questions:** Dive into what personally motivates your buyer. What are their individual goals—such as career advancement, recognition, or improving their work-life balance? Consider how your solution can help them achieve these personal objectives.

3. Craft OPC Questions: For each area of Business and Personal Value, create Open, Probe, and Confirm questions. These should be specifically designed to uncover the unique motivations of your buyer.
  - Open Questions: Start broad, inviting your buyer to share their business challenges or personal goals (e.g., “What’s most important to you in achieving these results?”).
  - Probe Questions: Dig deeper to explore how achieving these results would impact them personally or professionally (e.g., “How would improving efficiency affect your team’s performance?”).
  - Confirm Questions: Summarize and confirm their responses to ensure you fully understand their motivations (e.g., “So, improving efficiency is crucial to helping you meet your team’s targets, right?”).
4. Update Your ValuePrompter®: Once you’ve crafted your questions, add them to your ValuePrompter® under the appropriate sections for Business and Personal Value. Ensure that your questions are clear, focused, and aligned with the prospect’s needs and goals.
5. Reflect and Refine: Take a moment to reflect on how these questions will help guide your upcoming conversations. Consider how you will use the answers you receive to position your solution as the best fit for their specific business and personal needs.

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