New Business Value Insights templates for rapid response

TheBusiness Value Insights (also known as Enlightens) is used to help sellers to “open the door” and continue the engagement. The Business Value Insights (BVI) is one of first assets of the Catalyst journey in Prospecting phase. The BVI is a Microsoft-hosted “outside-in” discussion with the customer and has been created using publicly available company, industry, and peer information to help uncover areas of potential improvement and value to our customers.

On June 16, the first 8 templates were released for the Top 4 Industries (Retail, Manufacturing, Healthcare and Government) for Rapid Response phase following Priority Industry Scenarios. These templates focus on addressing COVID-19 related situations customers are going through for the Respond, Restart and Reshape stages. Review these [templates](https://microsoft.sharepoint.com/sites/Infopedia/pages/docset-viewer.aspx?did=G01KC-2-11888) and customize for customer needs.