REVHEAT

Today - Tactical needs and challenges?	This is most often what they say when you ask, "Why did you take this call?" The process usually starts with the prospect/client revealing smaller tactical weekly and daily challenges.
Strategic Importance – How does this help them accomplish a 12+ month or longer priority?	The most effective way to diagnose the real pain they are feeling is to understand how curing the tactical issue will help them solve a more strategic problem. Use the open-ended question from The Perfect Meeting™ to start this conversation. This is how you increase your importance to them throughout the business development process and provides you an opportunity to ask questions which create gaps in their understanding and activate the Reticular Activating System. How to know if you have a good strategic priority? • Is the champion being measured on it? • Is the buyer being measured on it? • Do they have time frames assigned to it? • Does your opportunity map directly into fixing the challenges of getting to the strategic priority?
What are the reasons they must change?	The average business development team turns about 1/3rd of all opportunities into clients. 40% of the loses come from a decision of "no-change." Losing to competitors isn't the real challenges. Failing to develop value which excites them enough to take the risk associated with change is where opportunities are lost. Dig into why it's important, how important and what will happen if they don't do something?
What is the desired result they are seeking for the company and your contact personally?	How would they like their desired result to be different from today? Can you help them understand an even better strategic outcome?
What will it mean for the business when the goal is met successfully?	It is important to try very hard to get them to quantify (metrics of success) what changes will be felt by the company and the person if they are able to reach the desired results. We would like our impact to be a large as possible as it will create urgency to fix the problem, and specific we can tie pricing to. Is $1,000,000 a lot of money to invest for a company? You probably said yes, but what if that investment could create $100,000,000?
How will they measure success?	Many people in business development skip this part. This is the true measure of a consultative seller though. Can you help them define the success metric?
Our differentiated approach to meet the above needs.	If you can't speak to your differentiation, how will your champion convey it to the buyer at you prospect. This should be clear and centered on how it Is in the client's best interest.

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Client Name: _____ Buyer: _____

Champion: _____ Influencer: _____

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