**CONTACT:**

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| --- | --- | --- | --- | --- | --- | --- |
| Company |  | Name |  | Title |  | Date |

**BUSINESS ISSUE:**

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| A buyer’s #1 challenge or high-level impediment to contributing to the corporate objective or government mission; often expressed in measurable terms. |  | *Notes:* |

**ANXIETY QUESTION:**

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| A question aimed at getting the prospect to momentarily experience the consequences of not having your product or service. |  | **O-P-C Question Example:**Aren’t you concerned about the impact or ramifications to the business if you don’t resolve your #1 challenge? |

**PROBLEM:**

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| What gets in the way of achieving the Business Issue? |  | **O-P-C Question Examples:**OPEN: What stands in the way of resolving (state the buyer’s Business Issue)?PROBE: Do you ever struggle with…?CONFIRM: What I’m hearing is…*Notes:* |

**SOLUTION:**

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| The buyer’s view of the capabilities that will enable them to resolve their Business Issue. |  | **O-P-C Question Examples:**OPEN: What do you think will solve…?PROBE: Have you thought about…?CONFIRM: Will these capabilities we’ve been discussing (name them), enable you to solve your #1 challenge?*Notes:* |

**VALUE:**

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| Business Value: The solution’s impact on the buyer |  | **O-P-C Question Examples:**OPEN: What’s the financial impact you’re looking for (from this solution)?PROBE: Can we quantify the monetary value of solving problem X? What about problem Y? And Z?CONFIRM: We’ve discussed solving your #1 challenge is worth at least $XXX, correct? Is this enough value for you to move forward with us?*Notes:* |
| Personal Value: The solution’s impact on the buyer, personally. |  | **O-P-C Question Examples:**OPEN: Why is this important to you personally?PROBE: Any positive career implications?*Notes:* |

 **POWER:**

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| Knowing the buyer’s decision-making process; having access to the Power source. |  | **O-P-C Question Examples:**OPEN: Who is involved in the decision?PROBE: Who has signing power? Can anyone veto this decision?CONFIRM: So, it sounds as if we’ll need to meet with (name them); is that correct? Anyone else?*Notes:* |

**PLAN:**

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| Mutually-agreed upon and written next steps. |  | **O-P-C Question Examples:**OPEN: What steps do you suggest for us to move forward?PROBE: Do you need to talk with legal and/or procurement? Should we meet with all stakeholders to present our proposal?CONFIRM: So, once we complete these activities together, you’ll be ready to move forward with us, correct?*Notes:* |
| 1 Enter task here. | Due date: |  |
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