**CONTACT:**

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

**BUSINESS ISSUE:**

|  |  |  |
| --- | --- | --- |
| 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:**

|  |  |  |
| --- | --- | --- |
| 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:**

|  |  |  |
| --- | --- | --- |
| 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:**

|  |  |  |
| --- | --- | --- |
| 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:**

|  |  |  |
| --- | --- | --- |
| 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:**

|  |  |  |
| --- | --- | --- |
| 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:**

|  |  |  |  |
| --- | --- | --- | --- |
| 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: |  |
| 2 Enter task here. | Due date: |  |
| 3 Enter task here. | Due date: |  |
| 4 Enter task here. | Due date: |  |
| 5 Enter task here. | Due date: |  |
| 6 Enter task here. | Due date: |  |