

Your Name:_____.

Customer Name:_____.

Date:_____.

Purpose:

The purpose of this document is to explore how you can help your client with the features of the item that you are proposing. Remember, in exploring this you may not necessarily find that your product is the correct one for your customer. This has been adapted from Neil Rackham's book "SPIN Selling", which I highly recommend as reading. While this worksheet can be done without involving the customer in every step it will be much more effective if each one of these steps are taken with the customer so that you do not either develop an idea that is not in alignment with the customer or miss an important customer need.

Situation:

What are the outcomes that your customer is trying to achieve? Outcomes are the reasons why a customer is trying to do things not just the output of their situation: (R.G. thin in terms of effects not items like number of pages printed)

What are the drivers that drive this in your customer's strategic plan?

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Problem:

For each of the drivers brainstorm what items are you going to have to over come to help your customer achieve their outcomes? Think what help the strategic drivers are going to need. For each of these drivers take a blank sheet of paper and write 20 possible problems. You are brainstorming so don't edit your thought. Take the top five that you believe that your proposal will overcome..

Write them here like so. Problem -> Will be over come by-> feature of proposal

1._____.

2._____.

3._____.

4._____.

5._____.

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Implication:

What are the implications if you can not help your customer overcome these problems?
Take each of the five problems and wire a list of 20 possible implications if you cant help your customer. Take the most probable and devastating five.

Write them here in this fashion: Implication -> drives -> this cost.

1._____.

2._____.

3._____.

4._____.

5._____.

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Need-Payoff:

Now take the previous two lists and merge them. This is where you will match up. The costs of the implications to your proposal

Write them here in this fashion: Implication cost -> is off set by-> price of feature of proposal.

1._____.

2._____.

3._____.

4._____.

5._____.