



S3A CORE – 1. WHAT IS SAME SIDE SELLING

For each of your existing top 3 prospects complete the following form.

1. Prospect Name:

2. Description of Opportunity:

3. What Problem Are They Trying to Solve?

4. What If They Don't Solve the Problem?

5. What Metrics Define Success?

6. Who is doing the convincing? (indicate your opinion on the scale below)



Think Like a Doctor

TIPS

Are you seeking symptoms that might be an indication of a condition that requires treatment, or are you pitching your treatment before you've jointly completed the diagnosis?

S3A CORE – 1. WHAT IS SAME SIDE SELLING

SAMPLE COMPLETED FORM

1. Prospect Name:

XYZ Company

2. Description of Opportunity:

XYZ is looking for our help with software and services to streamline their manufacturing

3. What Problem Are They Trying to Solve?

When they introduce new products, it takes them 4-5 months to update the line

They don't introduce new equipment for efficiencies because it's too hard to change

They don't have a way to test/model

4. What If They Don't Solve the Problem?

They recently lost marketshare to the competition because they were faster to market.

Their costs are too high, but they can't improve efficiency fast enough

They run into problems/surprises that cost \$\$\$

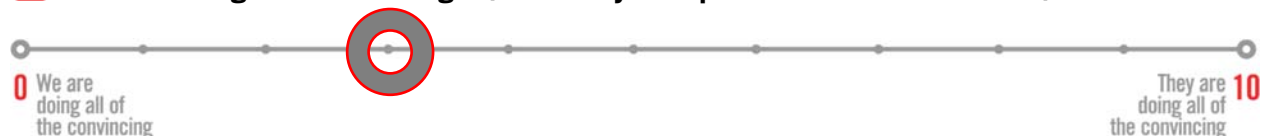
5. What Metrics Define Success?

Accelerate time-to-market. They would hope to cut that to 2-3 months max.

Ability to test an idea in software before realizing that it won't work in manufacturing

Rapid deployment (<30 days) of new, efficient equipment

6. Who is doing the convincing? (indicate your opinion on the scale below)



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