



S3A CRISIS – 2. HOW TO START A CONVERSATION IN CRISIS

For your potential prospect 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 Else Needs to Be Involved?

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



TIPS

Think Like a Doctor

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?

SAMPLE COMPLETED WORKSHEET

1. Prospect Name:

VP Manufacturing in Metropolis - XYZ Incorporated

2. Description of Opportunity:

Client has what they think is the same issue as ABC as featured in our ABC case study.

3. What Problem Are They Trying to Solve?

Client has what they think is the same issue as ABC. Essentially, manufacturing design is taking too long

How long has this been going on?

We've been struggling with this issue for about 3 years, and haven't had luck with several approaches.

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

We keep missing deadlines and we're starting to lose marketshare

We lost \$5m in marketshare with our latest issue

My boss is really on me to finally solve this

5. What Metrics Define Success?

Right now it takes us 17 weeks from the time we get a new idea until we're in production. We need to be able to cut that down to less than half of that. But, if we cut it by 20%, it would still be significant

We need to know that this doesn't create a ton of new work for people who are already overloaded

6. Who Else Needs to Be Involved?

My boss, the VP of Manufacturing (Sam)

Our COO (Pat)

Our IT Director (Chris) tends to think we can build it ourselves, which we can't

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



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