

# SAME SIDE QUADRANTS



## ISSUE

### QUESTIONS

- What inspired you to meet with me/us?
- What challenge are you hoping to tackle?
- How long has this been going on?
- What have you tried to solve it?
- How did you determine that you needed to address this?
- What prompted you to search for a solution right now?
- Segue to IMPACT... What happens if you DON'T solve this?

### PREMISE

- Have a conversation about their experience that is causing them to seek a solution. What's going on that is worth solving?
- Focus on what they need to solve vs. what you might be selling.

## IMPACT

### PREMISE

- What happens if you DON'T solve the ISSUE?
- Goal: Financial Impact
- "It costs us \$X because we can't solve this"

### QUESTIONS

- What happens if you DON'T solve this? Repeated from ISSUE
- What else suffers because of this?
- How does not having that impact the organization?
- How might this impact your clients/members/employees?
- If a year from now it still isn't solved, what would happen?
- You couldn't quantify that, could you?
- Nobody is going to lose their job over this, right?
- Other clients have told us that this same sort of issue causes \_\_\_\_\_. How common is that?
- Some of our clients have told us that if they are not in compliance they could lose their contracts. How do you address that?

## IMPORTANCE

### PREMISE

- The relative importance of solving this issue compared to other personal or organizational priorities.

### QUESTIONS

- Compared to other things on your plate, how important is THIS issue right now?
- Why?
- What other things are likely to bump this from the priority list?
- Who would notice most if it didn't get done?

# RESULTS

## QUESTIONS

- The fact that we do some work and you pay us does not translate into success. What would we be able to measure six or twelve months out to know that we were successful?
- What's the baseline for the results you'd need to see to make this endeavor worthwhile?
- What might it look like if we were WILDLY successful?
- What would make this project "high-five worthy" months after completion?
- Could you even quantify the impact to the organization?
- If you had that level of engagement, how do you think that would show up on your balance sheet?

## PREMISE

- You cannot determine if the opportunity is a good fit if you and the client are not on the same side of the table with respect to anticipated results. This section is designed to reach a meeting of the minds about what you hope to accomplish.

# OTHERS IMPACTED

## PREMISE

- The person(s) you are speaking with might need to get others involved.
- Here's how we uncover those people early in the process.

## QUESTIONS

- Who else is most directly impacted by this issue?
- Who is likely to get the most benefit from the results?
- Who is likely to have an opinion about how we measure Impact?
- Who is likely to have an opinion about how we measure Results?
- If there was one person likely to throw in their 2 cents in the 11th hour, who would that be?
- Who will be the loudest opponent to this initiative? Why?
- Who will be the most vocal supporter of this initiative? Why?
- **What's the best way for us to include them in the process in a way that's comfortable for you?**