

7 Element Playbook



Playbook	
<u>V</u>alue Added Qualification and Discovery	Are you still sure that there is a problem worth fixing and if it is a priority to the prospect to allocate a budget to solve it?
<u>I</u>nvestment ROI	Does the business case for your solution – including cost of implementation and change – still hold true when you presented indicative pricing?
<u>C</u>rush the Competition	What are you doing to build a compelling story around your offering that separates you from alternatives (which includes “Do nothing”)?
<u>T</u>rust Gained and Maintained	Do the first impressions on both sides continue to develop in a positive way so that Trust deepens?
<u>O</u>wn it together	Are they partnering and working with you to together to find a solution?
<u>R</u>each out to power	Who are you dealing with? What’s their role and their disposition to a solution? Do you have a champion? Who will make the final decision and are yhey engaged and supportive?
<u>Y</u>our team engaged	Are you using all the resources at your disposal to get the deal over the line on time?