

## *Prospect Business Drivers*

*Company*

*Current /Future State*

*Business problems*

*Symptoms*

*Impact*

*Root cause*

*Who's Affected*

## *Prospect Business Profile*

*Motive*

*Urgency*

*Return*

*Consequences*

*Needs*

*Competitors*

## Prospect Business Profile

Decision/Buying Process

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**Current/Future State** - Where are they now and where do they want to be? This helps to focus on addressing the gap.

**Business problem**- What are the business problems they are looking to solve?

What are the symptoms that show it exists.

What's the impact on the business.

What is causing the problems and

Who in the business are affected by them?

**Motive** - What are the main reasons / goals driving this opportunity within the prospect?

**Urgency** – What is the urgency that is driving the prospect to complete this requirement?

**Return** - What are the results or outcomes that this opportunity is required to produce for the prospect?

**Consequences**—What are the consequences to the business if they do nothing? If this impact is low then it's likely this opportunity will not happen.

**Needs** - What are their defined or considered needs? Are there any unconsidered needs that you can give them that will add value to their thinking?

**Process** - The prospects buying process is not linear, try to understand as much as possible about what needs to happen and who needs to be involved. The more you know the more you can help, advise and guide them through the complexity of getting