



P	Preparation	P	PREMISE	Why we are meeting/calling? Prepare simple description of what we do.	Their world + a little of our world
		A	ACTION/ADVANTAGE	What do you want them to do at the end of the call/meeting. Why they care.	Their world
		T	THREATS	What are you afraid of? What questions might they ask?	Their world
		H	HOUSEKEEPING	Set the Agenda, handouts and environment for success.	-
I	Interest		Tell a story about how a client wanted to improve their business and how you helped them do it.	Their world	
S	Survey	S	SITUATION	What is happening for them?	Their world 😊
		P	PROBLEM	Any problems/issues now? In the future?	Their world 😞
		I	IMPLICATIONS	What are the implications? What would happen if they did nothing?	Their world 😞
		I	IDEAL	What would their ideal world look like?	Their world 😊
		D	DO	What do they need/want to do about it?	Their world 😊
T	Test	M	MONEY	Where's it coming from?	Their world
		A	AUTHORITY	Who will be able to spend it? Sign off process?	Their world
		N	NEED	Have they explicitly mentioned what they need to 'Do' in S P I I D.	Their world
		D	DECISION	What is their process?	Their world
		A	ABILITY	Can they implement the solution?	Their world
		C	COMPETITION	What are their alternatives?	Their world
		T	TIMESCALES	What is the compelling event, when and why? What would happen if they didn't meet it?	Their world
D	Demonstrate		That you understand their requirements and your solution can meet their needs.	Your world	
C	Close	C	CUSHION	Acknowledge that they have a concern.	Their world
		U	UNDERSTAND	Be clear about the reason behind it.	Their world
		R	RESPOND	Answer or get back to them with the answer.	Our world
		E	ENGAGE	Confirm that their concern has been resolved and re-engage.	Their world

