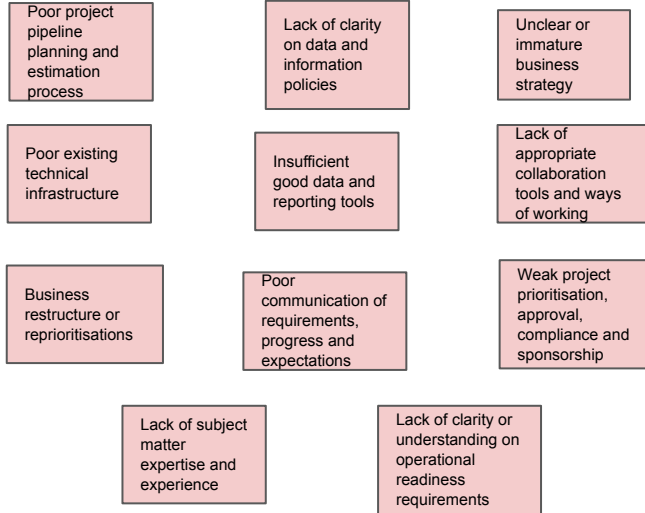
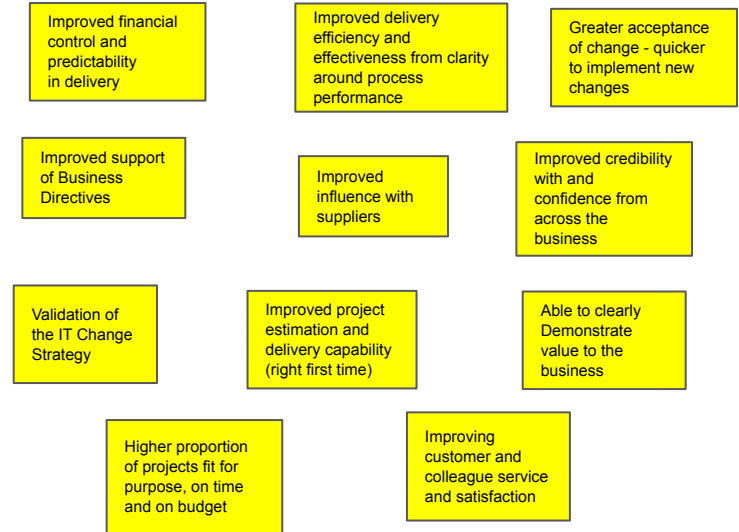


Executive Responsible for Delivery

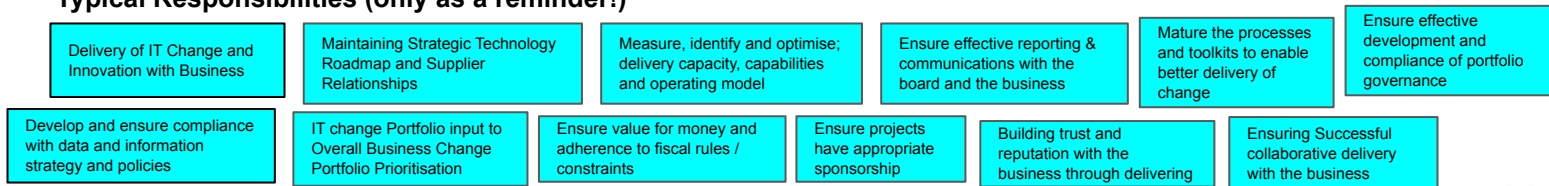
Typical Pains (Blockers to progress)



Typical Gains Sought (Value)



Typical Responsibilities (only as a reminder!)



Simplified Value Prompter

Main Focus (main blockers desired gain)

Their view of Solution (capture their words to re-use in plan below)

Capture Perceived Value (their words, supplemented with relevant gains)

Plan (outline how we can support them. Agree a next step [SMART]. Ask if they'd like a follow up 'proof of concept' discussion and involve sales support if they would!)

