

**Strong start!**

**1**

## **Prove your credibility:**

Tell them why you are the best person/company to help your customer (experience, knowledge etc.)

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**2**

## **Understand the customers situation:**

Do a thorough current state analysis, by asking open ended questions: what is your current state, what is this current state causing (positive and negative), what would an ideal state look like, what would change if this new state becomes reality, what has the customer already done to change the current state.

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**3**

## **Show the problems of the current state:**

"Elephant in the room": whos what consequences other customers have had with similar current states. Show how your solution has been a part of creating a new, better process. Prove by sharing facts, references, numbers. Teach them something new.

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**4**

## **Show them YOUR unique selling proposition:**

How does your service product bring value to your customer (the value of a big car is not its size, but the fact that you can haul a lot of people/stuff with it).

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**5**

## **Show them the urgency:**

Enforce your case by repeating how your solution improves the customers current state (2&3), and what value it brings (4) to the customer. Repeat the impact of improved situation and the cost of delay.

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