

THE STARTUP SELLING: "FROM HINDRANCE TO HELPER" WORKSHEET

Step 1: Build an Ally	Step 2: Gather Information	Step 3: Decide on Action
<ul style="list-style-type: none"> • Why does this person care about the problem? • How are they measured? How are they compensated? • What motivates this person – i.e. promotion, recognition, the problem affects their work every day, etc? • What do they like or dislike about their job? • What are their incentives? 	<ul style="list-style-type: none"> • What does "the boss" think about the problem? How will "the boss" measure value in solving the problem? What's been tried in the past? • How have decisions like this been made in the past? What solutions are under consideration right now? • What questions can you ask that the person CANNOT answer? • What information can you require before they talk to "the boss"? 	<ul style="list-style-type: none"> • What job can you give the person: finding information, introductions to others to answer open questions? • What homework assignment can you give to this person? • Can they do this assignment? When will they start? • What short-term timeline can you establish to check progress?
<p>Answers:</p>	<p>Answers:</p>	<p>Answers:</p>
<p>Desired Outcome:</p> <ul style="list-style-type: none"> - Establish their importance - Align incentives - Develop empathy 	<p>Desired Outcome:</p> <ul style="list-style-type: none"> - Situational analysis - Problem discovery - BANT 	<p>Desired Outcome:</p> <ul style="list-style-type: none"> - Maintain control - Assign Homework - Avoid damage