



Framework: The Closing Conversation

Agenda

1. Timecheck

For example: “Does anyone have a hard stop?”

2. Roll Call

For example: “Is [absent DM] going to be joining us?”

3. State the Objective

For example: “The purpose of this meeting is to determine the best way for us to work together.”

4. Recap the Value Conversation

- **Desired Future State (DFS)**
- **Metrics**
- **Value**
- **Pricing Guidance**

5. Share Options (high to low)

6. Facilitate Discussion and Choice

For example: “Which of these options makes the most sense for you?”

7. Drive the Next Step