



Framework: The Value Conversation

The **example** questions are provided for consideration only. This is not a script but a list of possible questions you might choose from, in addition to others that you might arrive at on your own.

Step One: DFS

What do you want?

Imagine we are having this conversation 3 years from today. You and I are having coffee. You are really happy with your progress. What's happened to make you so happy?

What obstacles are in the way?

What assets are in place?

Step Two: Metrics

What will we measure?

What are the KPIs or measures of success?

How will you know or prove that you've succeeded?

Step Three: Value

What is the value?

Revenue gains (translated to profit if possible)?

Cost reductions?

Other non-economic forms of value?

Step Four: Pricing Guidance

What would you pay?

If we could deliver this, would you be willing to pay X?

If we could guarantee these outcomes, would you pay X? (anchor against guaranteed value)

On the low end, is there a number you want us to hit?

Now Drive The Next Step



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PROSPECT NAME

COMPANY

DFS

Metrics

Value

\$

Set pricing guidance (*high to low*): \$\$ _____ TO \$ _____