SMM106
Knowing Your Business: Using Context to Improve Success

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The Why....
Who
What
Why
When
How

Possible Impact Questions

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The Why....
*This is the why behind our solution, our impact, the thing we are building/delivering – but from the client’s perspective*

Who
● Who is the target audience?
● Who does it impact inside the organization?
● Who cares if this is successful?
● Who is doing this well today?
● Who are our SMEs (as people, not simply names)?

What
● What are they trying to accomplish?
● What are they doing today to address the need?
● What are the core values of the organization?
● How can the solution align with these values?
  (i.e. innovation, employee development, diversity, etc)

Why
● Why are they trying to solve this problem?
● Why are they interested in (your service or offering)?
● Why Now?
When

- When do they need to address the problem?
- When will participants participate?

How

- How does the company make money?
- How does the given business unit/team/organization fit?
- How are they delivering resources like this, within the organization, today?
- How would the customer describe success?

Possible Impact Questions

- Would XYZ help to support the ABC initiative?
- What if they take no action?
- What does success look like in their mind?
  - Why have they defined it this way?
- Will this…
  - Reduce cost
  - Improve efficiency
  - Support innovation
  - Make an impact
- So What?

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- Coaching vs Training - http://catalystsale.libsyn.com/training-or-coaching