

Make Sense Making a Seller Habit

A Framework for Sellers to Apply Sense Making



	Problem Identification	Solution Exploration
Preparation and Pre-Call Planning	<p>Typical Buying Dysfunctions</p> <ul style="list-style-type: none"> • Too much information and exploration • Imprecision on the problem and its root causes • Scope creep of problem 	<p>Typical Buying Dysfunctions</p> <ul style="list-style-type: none"> • Researching suppliers before assessing solutions • Scope creep of solution
	<p>Primary Goals</p> <ul style="list-style-type: none"> • Help customers confidently identify their problem and its causes • Help minimize competing views on the problem 	<p>Primary Goals</p> <ul style="list-style-type: none"> • Help the customer confidently assess available approaches
	<p>Hypotheses and Considerations</p> <ul style="list-style-type: none"> • How will I prevent adding to the information noise the customer is experiencing? • How can I narrow the customer's thinking about the problem? • Which assumptions has the customer likely already made? • Who is likely involved and what information or views will they contribute? 	<p>Hypotheses and Considerations</p> <ul style="list-style-type: none"> • Where is this customer going to learn about solutions? • What have they seen already? • Is it likely that this customer is already considering our solution? • What are the most likely solutions/actions for this customer, both supplier-supported and DIY?
Follow-Up	<p>Considerations</p> <ul style="list-style-type: none"> • Who else is impacted by the problem? • What evidence will help convince other stakeholders that this problem is worth solving? • What stakeholders are least confident they're solving the right problem? • What benchmarks could help the customer quantify/scope their challenge? 	<p>Considerations</p> <ul style="list-style-type: none"> • Equip customer with resources to help stakeholders create a shortlist of potential solutions • How can we help the customer prevent stakeholders from unnecessarily expanding the list of feasible solutions?