

Business Principles

Diagnosis: Proposing solutions (presenting) before understanding goals, problems, and needs is prescribing without first diagnosing

Awareness: If you don't know where your client is in their decision/buying process, you cannot know where you are in your sales process

Behavior: Today's short-term behavior has long-term consequences

Value Proposition: If you fail to differentiate with your approach, you will always be forced to differentiate with your price

Team Exercise

What does this principle mean at work?

How do we potentially violate this principle with our prospects and customers?

How can we better leverage this principle with our prospects and customers?