FerroTec

WITY Roadmap Cheat Sheet

What is your organization's main focus this year?	What impact is that having on you?	What is YOUR main focus this year?
How do our services play a part in that?	As you think about those services, what are the three most important criteria for you in your role?	What is YOUR definition of each of those criteria?
Why is that so important to you personally? What does that do for you? What happens if you don't achieve that?	On a scale of 1 to 5, how would you rate the current performance in each of those areas?	What is stopping that from being a five?
THE CLOSE - If I demonstrate how we will address all those issues will I have EARNED your business?	If they say MAYBE, what would turn that into a YES?	When given the objection, FAST FORWARD - Let's assume we've done that – what then?
Other than that, is there anything else that would prevent you from giving us your vote? Awarding us your business?	DON'T FORGET THE TWO MOST IMPORTANT OBJECTIONS...	1. It's not my decision. 2. Depends on the price. You want to get those out on the table so you can have a conversation about them and ask more questions.

This road map is inspired by the Sales Funnel® methodology