

# 5

## REFERENCE MANUAL ▪ EXPLORING SOLUTIONS

### SUMMARY:

This chapter will teach you how to communicate to the client how you intend to go about addressing the issues and concerns that were discovered, as you help them along toward achieving their goals. You will learn to apply a specific framework that is the basis for the Exploring Solutions process, one which allows you to establish a very high level of credibility with the client, without having to give away any answers. Your discussion of solutions will make it very clear to the client that you are not only focused on addressing their problems, but also on helping them achieve their goals and objectives. As an integral part of this process, you will learn to test your solutions to insure that the client is in agreement with them.

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# What this Chapter Covers



- Completing the Discovery Process
- Your transition statement
- Format for presenting solutions
- Presenting BDPI (Business Diagnostic and Performance Improvement) and other RAN ONE solutions
- Testing solutions with the client
- Additional tools for presenting solutions

## Completing the Discovery Process

How do you know when the Discovery Process is complete and it's time to move on to Exploring Solutions?

The Discovery Process is complete when you have two or three major issues on the table, and you can see that the prospect is very anxious to start hearing more from you.



BEWARE

**It is not necessary to have discussed every issue that the client has. Any attempt to do so would likely extend the meeting time beyond a reasonable length.** The purpose of this meeting is to establish a relationship and begin moving forward, not to get every single issue on the table.



THE KEY

**When you begin working with the client is the time to conduct a more thorough, in-depth review of their goals and issues. This is why a Business Diagnostic and Performance Improvement (BDPI) review is so important.**

Attempting to be too thorough at the first meeting will cause you to become sidetracked and get lost in too much information and details. Although the client may feel motivated to act, the necessary focus and clarity that would allow for moving forward may not be present.



REMEMBER

**This meeting is about building a relationship and creating the necessary motivation on the part of the client to hire you.** The time for a more complete analysis will come soon after the relationship has started.



REMEMBER

The Discovery Process is complete when you have two or three major issues on the table and you can see that the prospect is very anxious to hear from you.