



P	Preparation	P Premise	Connects Past to Present Why we are meeting/ calling Simple description of what we do	Their World + a little of Our World
		O Objective	For the meeting Action centered for client	Their World
		C Content	Agenda Worst fear?	Their World
I	Interest		Tell a story about a client's better future Features (in our world) Benefits (in their world)	Their World
S	Survey	S Situation	What is happening for you?	Their World
		P Problem	Any problems/ issues now? In the future?	Their World
		I Implications	What are the implications? What would happen if you did nothing?	Their World
		I Ideal	What would your ideal world look like?	Their World
		D Do	What do you want/ intend to do about it?	Their World
T	Test	M Money	Where's it coming from?	Their World
		A Authority	Who will be able to spend it? Sign off process?	Their World
		N Need	Explicitly mention that they need to do the 'Do' in S P I I D	Their World
		D Decision	What is their criteria and process?	Their World
		A Ability	Can the Client implement the solution? Can the Client accommodate the solution?	Both Worlds
		C Competition	What are the alternatives? Competitors, in-house, do nothing?	Their World
		T Timescales	What is the compelling event, when and why? What would happen if you didn't meet it?	Their World
D	Demonstrate		That we understand their situations and requirements That our solution can meet their needs, timescales, costs By presentation, reference visit, pilot, proof of concept	Our World
C	Close	C Cushion	Acknowledge Repeat back concern	Their World
		C Clarify	Be clear about the concern	Their World
		A Answer	Answer or get back to them with the answer	Our World
		C Confirm	Confirm that their concern has been resolved	Both Worlds