

Your needs and wants

What do you need to fulfill your goal/vision and promote your value?

What do you need and want?

What are your boundaries – your no go zones?

Their Perspective

What do you assume are their goals and interests?

What do you assume are their fears and concerns?

What might they be assuming?

Assumptions	Re-Frames

Quantify Your Value		
ROI (savings/cost)		

Strategic Value Statement

I do (This) _____
 for (Whom) _____
 it provides (This value)

 And here is my impact (Results)

Thought exercise: Give an example in which someone used you/your service, took action to overcome an obstacle, and got a specific result. Think of how another person could help you increase your value.
