

Themes Development Worksheet

Potential Client: _____

Today's Date: / /

1) Selected Themes <i>"What repeated messages best characterize the PC's story and/or differentiate you?"</i>	2) Situation <i>"Given the current situation (S₁), what do the buyers need during this project related to this theme?"</i>	3) Methods <i>"Given this need, how have you designed your methodology and/or project organization to meet it?"</i>	4) Qualifications <i>"Given those methods, how are you qualified to perform them related to that need?"</i>	5) Benefits <i>"Given those methods and qualifications, how will the buyers benefit by your meeting that need?"</i>
List from Cell 6 on the Psychographics Worksheet	Express as PC Needs... (Focus on the PC)	...which will be met by you (Focus on you)	State as good reasons...as propositions or claims (Focus on you)	State as good reasons (Focus on the PC)
	Source*	M* PO*		E* N*
HB	EC	CC		
1	<i>Because...</i> <i>you need...</i>	<i>Therefore, we will...</i>		
2	<i>Because...</i> <i>you need...</i>	<i>Therefore, we will...</i>		
3	<i>Because...</i> <i>you need...</i>	<i>Therefore, we will...</i>		
4	<i>Because...</i> <i>you need...</i>	<i>Therefore, we will...</i>		
5	<i>Because...</i> <i>you need...</i>	<i>Therefore, we will...</i>		

* HB = Hot Button; EC = Evaluation Criteria; CC = Counters to the Competition

* M = Methodology; PO = Project Organization

* E = Existing Benefit; N = Newly Identified Benefit

BETTER EXAMPLE

- Urgency

• *Because* forecasted demand will outstrip capacity in the near future and because adding a new or modifying an existing facility will require a long lead time, *you need* a study that produces a decision quickly.

• *Therefore, we will* have frequent progress reviews so that top management is aware of preliminary conclusions and direction quickly. In fact, *we will* involve them in preparing the final report, which will actually be your proposal to Corporate, thus eliminating one step in your decision-making process.

• *We* are able to commit our project team immediately after your approval to proceed. This team will have the practical experience necessary to work together with your management to jointly develop and execute a work plan that will minimize the study's elapsed time.

• By our beginning and concluding this engagement quickly, *you* will have more time for detailed planning and implementation, thus allowing more time to design a more comprehensive plan for maintaining customer service during the transition.

POOR EXAMPLE

- Urgency

• Your problem requires an urgent solution.

• We will focus on short-term, quick-fix opportunities.

• We know your organization thoroughly.

• You will get information quickly, to make a timely decision.