

Provocative Selling Process Worksheet

Use this worksheet to plan and structure your provocative selling approach for each prospect or opportunity.

1. Underlying Challenge/Opportunity

What is the core business challenge or opportunity your prospect is facing?

- Current situation:
- Impact of not addressing this:
- Potential upside if resolved:

2. Your Unique Perspective

What unique insights or viewpoint do you bring to this challenge?

- Industry trends they may not be aware of:
- Different way of looking at their situation:
- Contrarian or unexpected insights:

3. "Why" It's Important

Why should they care deeply about this issue right now?

- Urgency factors:
- Competitive implications:
- Long-term consequences of inaction:

4. Your Product/Service as the Solution

How does your offering specifically address the challenge?

- Key features/capabilities that matter:
- Unique differentiators:
- Expected outcomes/benefits:

5. Social Proof of Outcomes

What evidence can you provide that your solution works?

- Relevant case studies:

- Customer testimonials:
- Quantifiable results achieved:

6. Restate New Challenge/Opportunity

How does solving this problem reveal new opportunities or challenges?

- Next-level opportunities this creates:
 - Additional areas to explore:
 - Future partnership possibilities:
-

Action Planning

Next Steps:

- ☐ Research additional insights about their challenge
- ☐ Prepare specific examples and case studies
- ☐ Schedule follow-up conversation
- ☐ Identify decision-makers and influencers
- ☐ Prepare materials to support the conversation

Key Messages to Remember:

- 1.
- 2.
- 3.

Questions to Ask:

- 1.
- 2.
- 3.