



Instructions

In order to open a closed door, we need to effectively answer the question, “Why meet?” Use this template to help you create your own custom Other-Centered Position (OCP).

1 Their PROBLEM

Start by identifying one problem from your decision maker’s whiteboard.

Objective: Activate the RAS by leading with their problem (i.e., focus on their whiteboard).

Definition: Challenges or barriers to getting what they want

Role: Be Other-Centered®

Example: Most sellers fail miserably at prospecting. The response rate to email is less than 3%.

2 The DISRUPTIVE TRUTH

Now identify one or two unknown insights or truths about how to solve the decision maker’s problem.

Objective: Build credibility and activate the RAS by communicating an unknown insight about the best way to solve their problem.

Definition:

- Disruptive – Unknown or counterintuitive
- Truth – Principle, best practice, or statistic

Role: Be a thought leader

Example: The number one cause of this low response rate is generic, impersonal emails, NOT the value of the solution offered.

3 Your PROPRIETARY BENEFIT

Finally, come up with a benefit that only you can offer to uniquely solve their problem.

Objective: Answer the question, “Why meet?” by communicating how you uniquely solve their problem.

Definition:

- Proprietary – A solution or an aspect of your solution that only you can provide
- Benefit – The emotional or financial payoff

Role: Be unique

Example: SalesEmail is the only tool that automates the personalization of emails through IP data capture. It also runs campaigns with multiple messages and multiple touch points, making prospecting easy for your reps and doubling the average response rates.

OCP

Now let’s answer the question “Why meet?” and tie it all together in two or three sentences.