

[NEED ANALYSIS CHECKLIST]

The salesperson needs to empower himself with the probable questions that he would ideally like to answer about the customer he is talking to in order to understand him better.

The From – To Analysis

Product: A Need: B

S.No.	Questions to ask?
1	How does the prospect fulfill B right now?
2	What does the prospect use today in place of A? Which model? Since when? Is he facing any problem while using A? Is he happy with the usage of A?
3	How much did the prospect pay for A? What is the running cost of using A? Is the need B relevant today? Has the need B grown to a different level today? If yes, what is the new definition of B?
4	What are the expectations of the prospect from a good A? Has "A" been able to fulfill the expectations? Is there any aspiration linked to the usage of "A"? What is the gap analysis between expectations and aspirations levels?
5	At what point will the prospect be ready to give up A for a better option? Price? Quality? Service? What can goad the prospect to decide for a purchase now? Is there any sop that can be thrown at the prospect to seduce him to think about a purchase? Can this order close today? Tomorrow? This week? This month?