DIAGNOSTIC SELLING....

SEASON 4 EPISODE 12

Discovery Questions Part 2

AND THE 3 SIMPLE STEPS TO FIND A MISDIAGNOSIS & MISSED DIAGNOSIS

AGENDA

ACT I
THE GOAL OF DISCOVERY QUESTIONS:
A BRIEF REMINDER & REVIEW.

ACT II
THE 2 TYPES OF VALUE:
A BRIEF REMINDER & REVIEW.

ACT III
THE STRUCTURE OF A DISCOVERY CALL:
A BRIEF REMINDER & REVIEW.

AGENDA

ACT IV

MISDIAGNOSIS:
THE 3 QUESTIONS TO ASK, TO FIND ONE.

ACT V

MISSED DIAGNOSIS:
THE 3 QUESTIONS TO ASK, TO FIND ONE.

ACT VI

SO, WHAT HAPPENS WHEN YOU FIND VALUE?
A MISDIAGNOSIS & MISSED DIAGNOSIS.

ACT VII

& WHAT HAPPENS WHEN YOU DON'T?

1 THE GOAL OF DISCOVERY QUESTIONS:

A BRIEF REVIEW & REMINDER.

THE ONLY ABILITY, OR EXPERTISE: THAT YOU CAN BRING TO A CALL…

(FROM THE BUYER'S PERSPECTIVE)

& THE ONLY <u>VALUE</u> OF YOU BEING INVOLVED AT ALL, IS...

(FROM THE BUYER'S PERSPECTIVE)

IS HOW WELL/IF YOU CAN <u>DIAGNOSE</u>.

THE ONLY VALUE THAT A PROSPECT COULD GET:

FROM ANY MEETING WITH YOU……

IS INFORMATION…

THAT THEY DIDN'T KNOW, BEFORE THEY MET WITH YOU.

SO WHAT SHOULD THE GOAL OF DISCOVERY CALLS BE?

THE GOAL OF DISCOVERY CALLS....

THE GOAL OF DISCOVERY CALLS....

GOAL #1

THE 1ST GOAL....

IS TO DIAGNOSE.

THE 2ND GOAL....

IS TO FIND THINGS, THAT THEY DON'T ALREADY KNOW.

THE GOAL OF DISCOVERY CALLS....

GOAL #3

THE 3RD GOAL....

IS TO HELP THE BUYER,
TO ACTUALLY SOLVE THEIR PROBLEM.
(BY FINDING UNKNOWNS)

& SINCE OUR GOAL IN DISCOVERY IS TO FIND UNKNOWNS...

AND TO DIAGNOSE FOR THE BUYER…

THE GOAL OF DISCOVERY QUESTIONS

THEN THE GOAL OF
ALL OF OUR DISCOVERY QUESTIONS....

THE GOAL OF OUR QUESTIONS
GOAL #1

SHOULD BE TO DIAGNOSE.

THE GOAL OF OUR QUESTIONS

GOAL #2

TO FIND UNKNOWNS.

THE GOAL OF OUR QUESTIONS

GOAL #3

AND TO ACTUALLY
HELP THE BUYER, BY FINDING THEM.

2

THE 2 TYPES OF VALUE:
A BRIEF REVIEW & REMINDER.

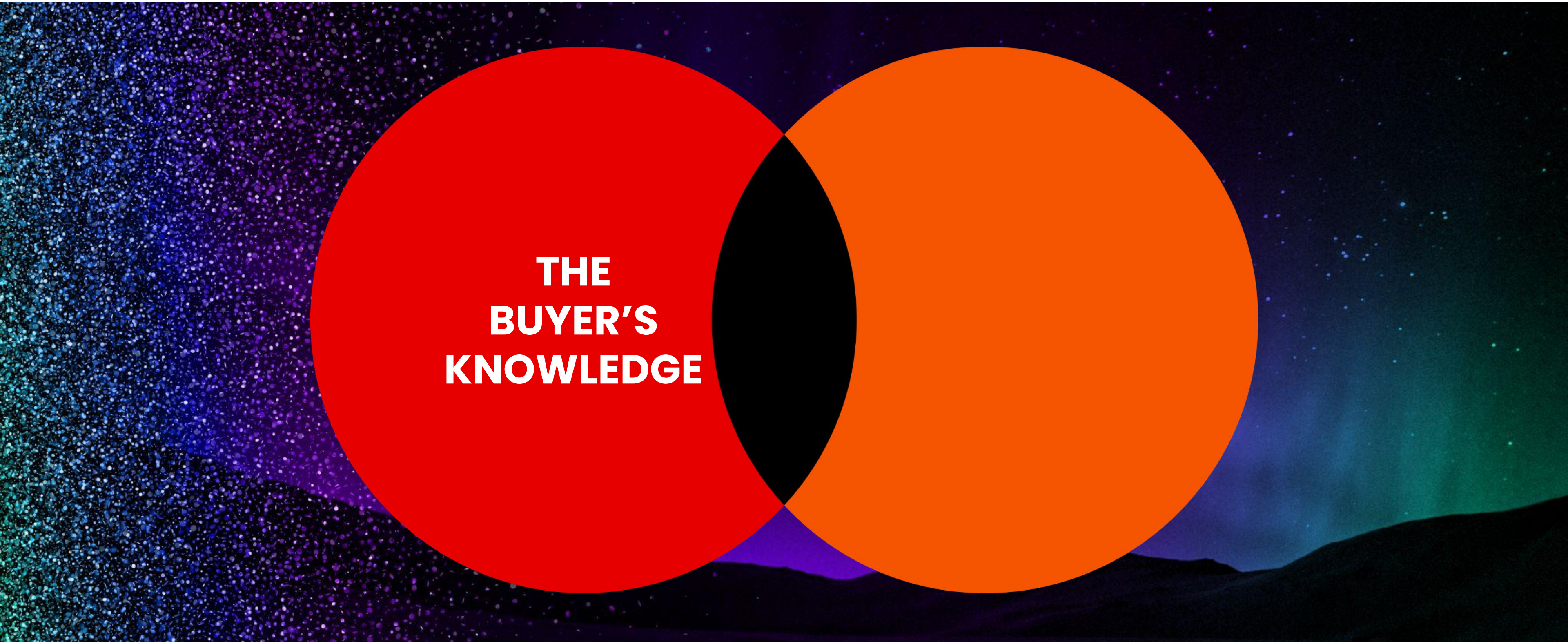
VALUE, TO A BUYER....

IS INFORMATION…
THAT THEY DIDN’T KNOW.

ON ONE SIDE

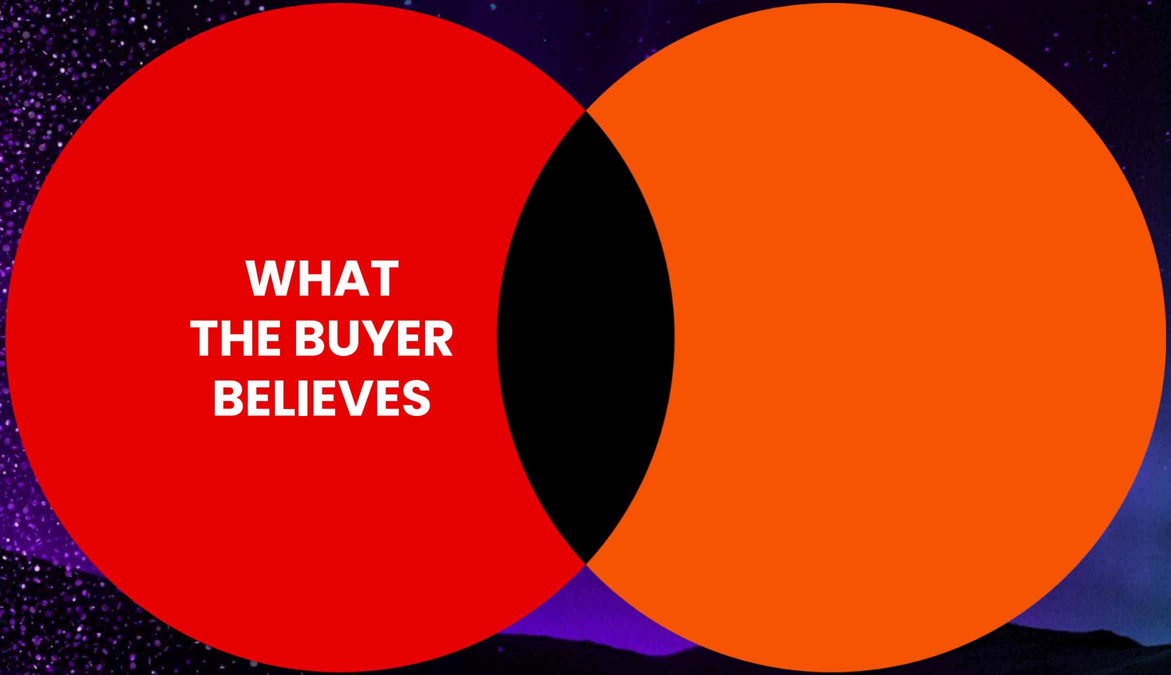
YOU'VE GOT...

WHAT THE BUYER....
KNOWS.



WHAT THE BUYER....

BELIEVES .

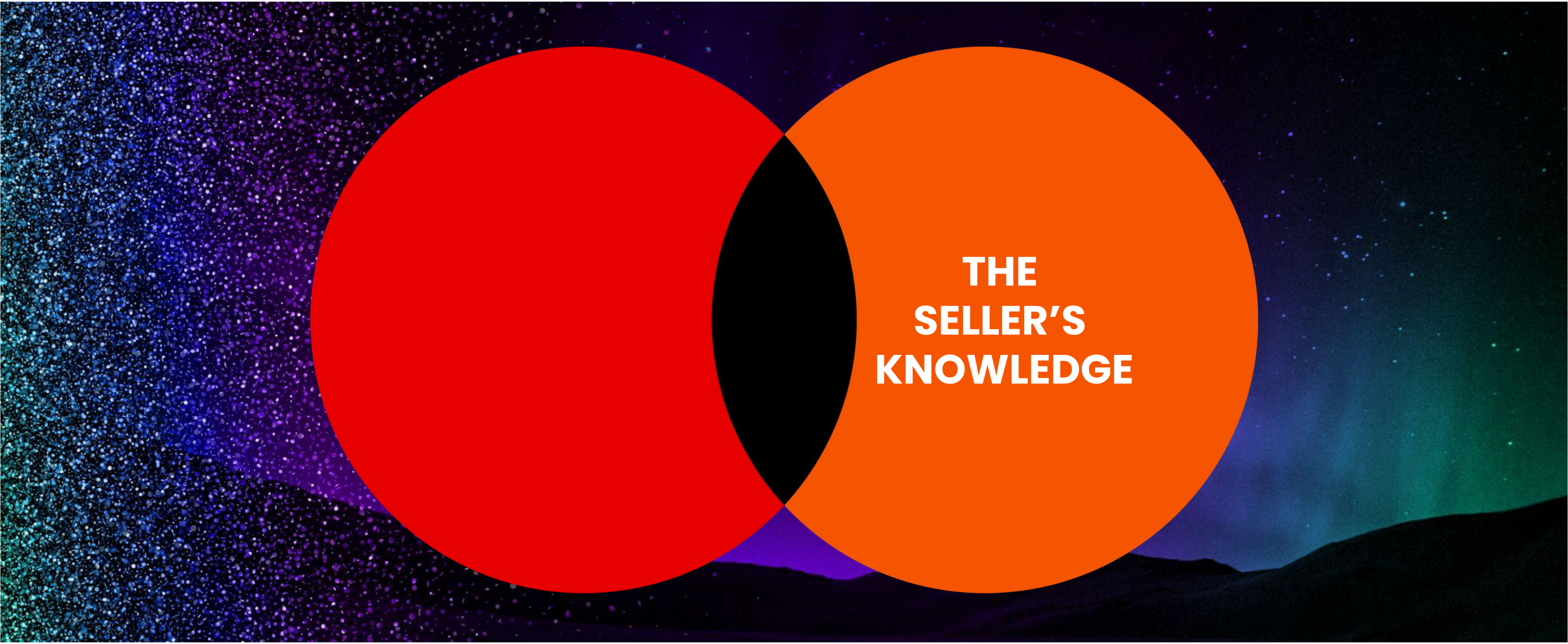


WHAT THE BUYER....
HAS SELF-DIAGNOSED .

& ON THE OTHER SIDE

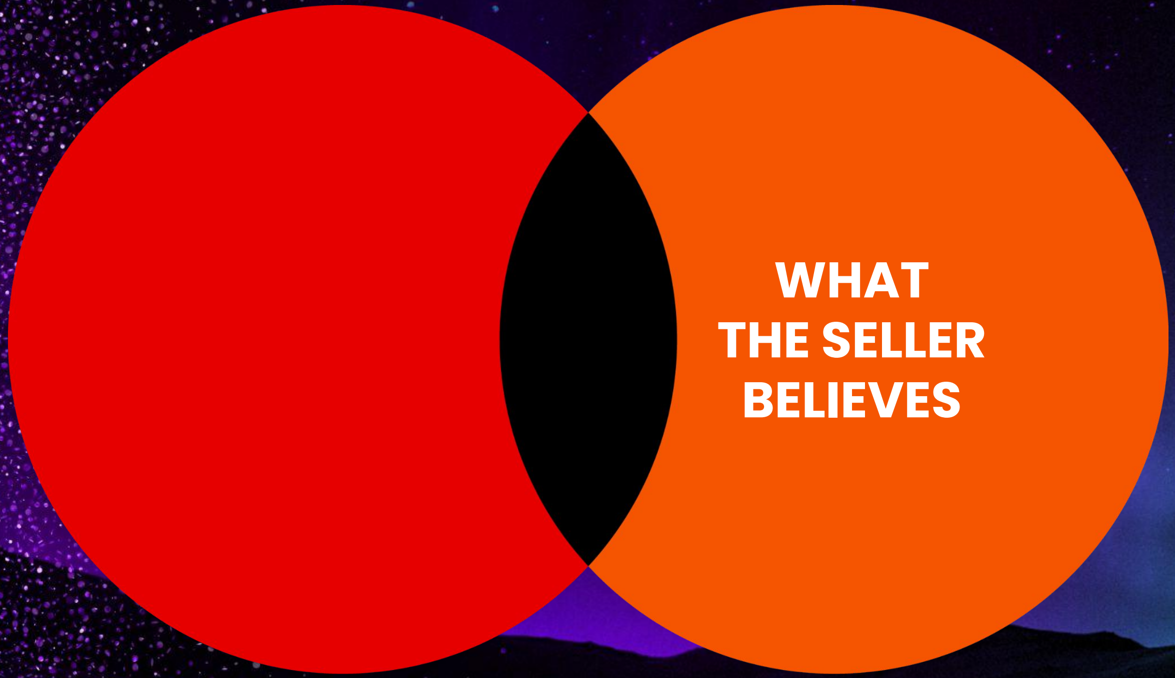
YOU'VE GOT...

WHAT THE SELLER....
KNOWS.

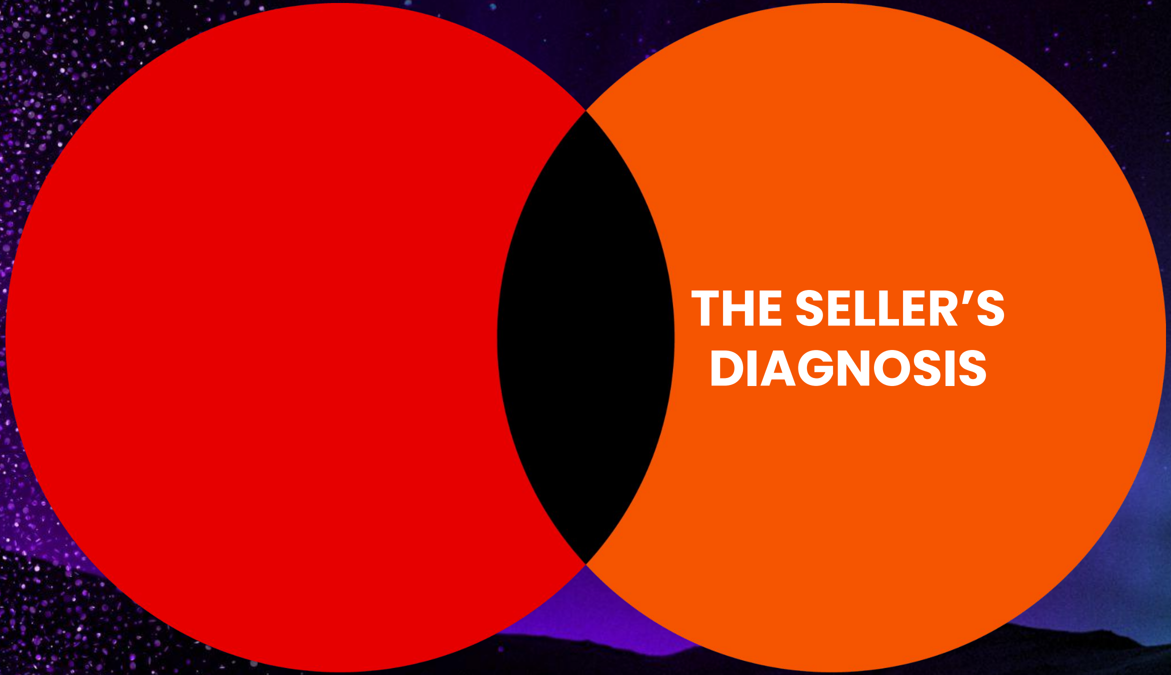


WHAT THE SELLER....

BELIEVES .

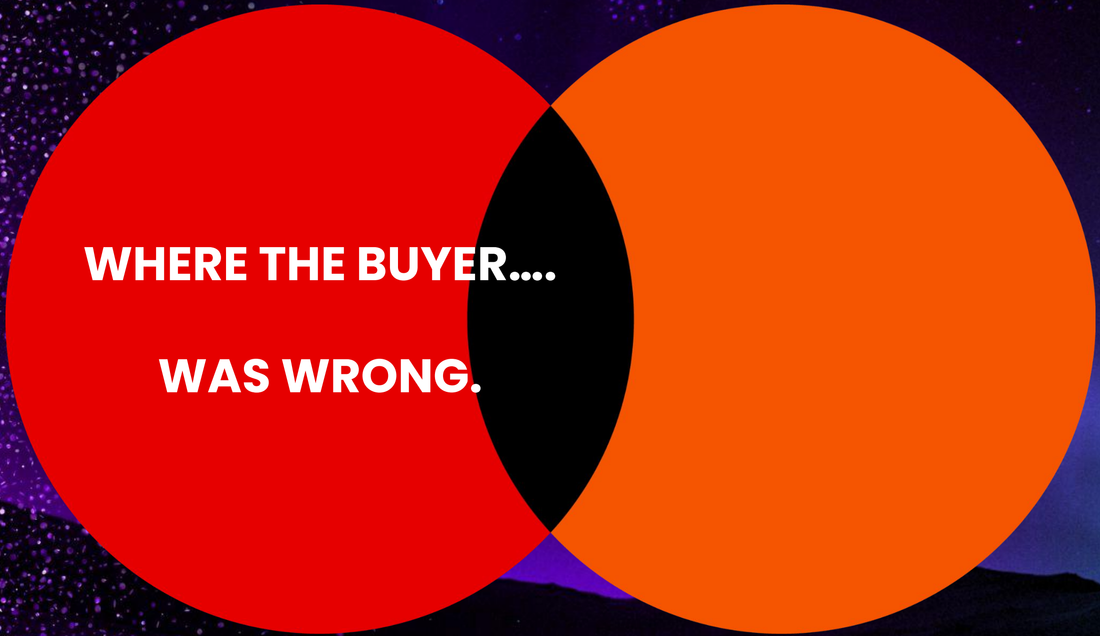


WHAT THE SELLER....
HAS DIAGNOSED .

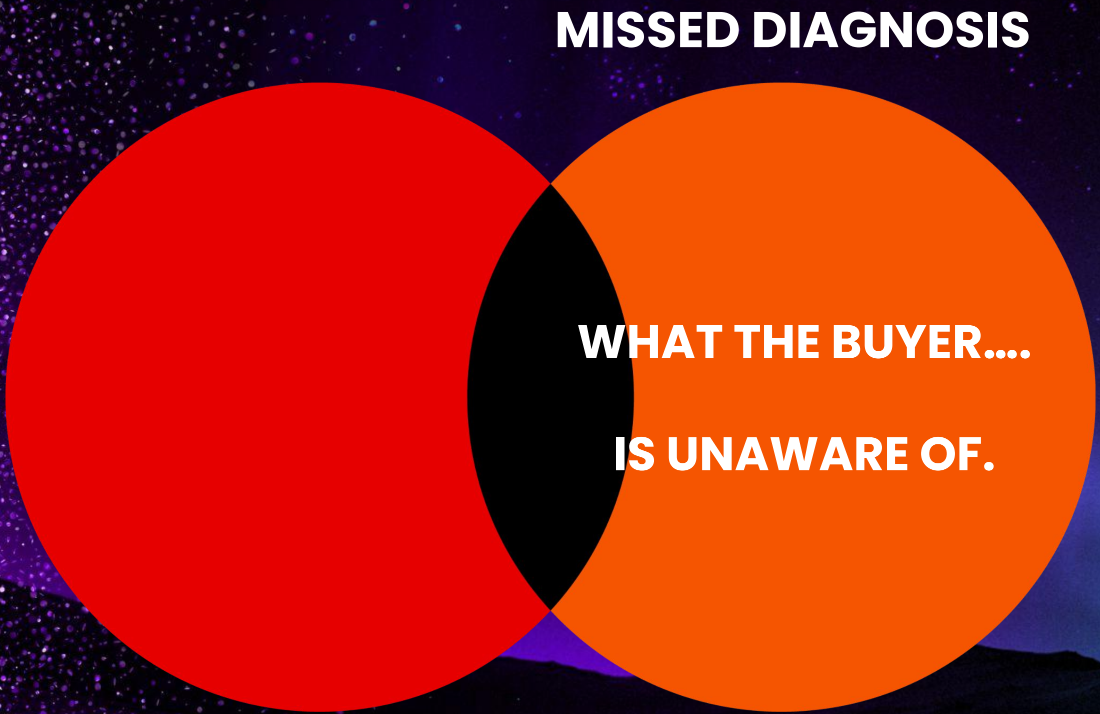


WHAT A BUYER DOESN'T KNOW....
& WHERE THEY WERE WRONG .

MISDIAGNOSIS



WHAT A BUYER DOESN'T KNOW....
& WHAT THEY'RE UNAWARE OF .



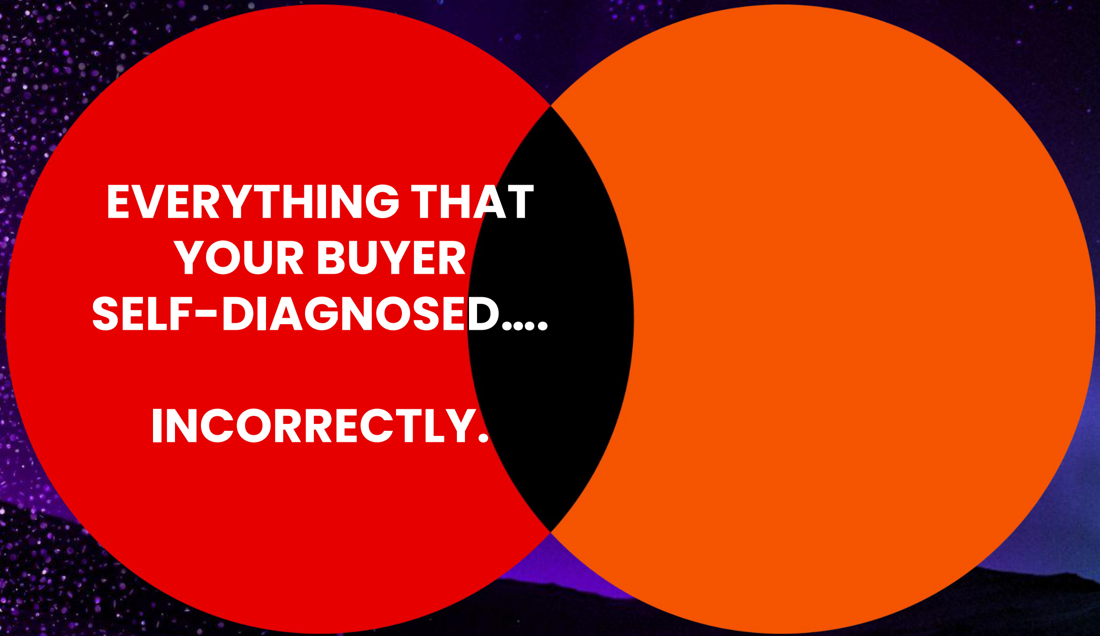
VALUE TYPE #1

FINDING A MISDIAGNOSIS.

WHAT IS VALUE ....

TYPE #1: MISDIAGNOSIS .

MISDIAGNOSIS

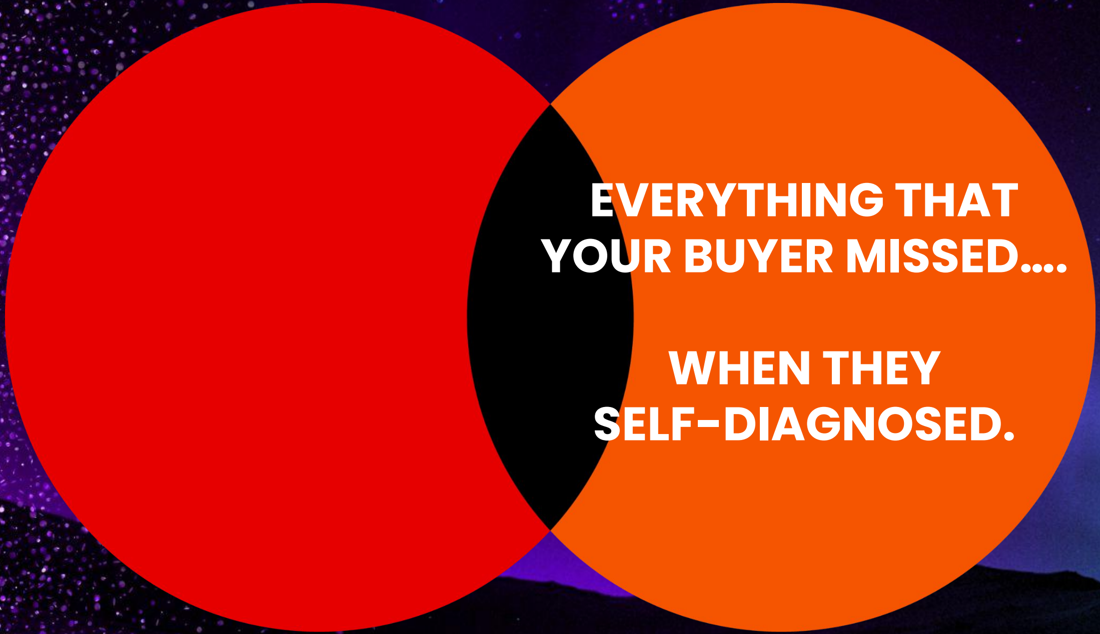


VALUE TYPE #2

FINDING A MISSED DIAGNOSIS.

WHAT IS VALUE ….
TYPE #2: MISSED DIAGNOSIS .

MISSED DIAGNOSIS



3 THE STRUCTURE OF A DISCOVERY CALL:

A BRIEF REVIEW & REMINDER.

STEP 1

THE INTRODUCTION.

THE STRUCTURE OF DISCOVERY....
THE GOAL: OF STEP 1.

THE GOAL IS.....

TO OPEN THE CALL IN A WARM & FRIENDLY MANNER— SET THE STANDARDS, & EXPECTATIONS— AND TO RELAY, THAT THE CALL IS CENTERED ON THEM.

IT'S ALSO, TO REASSURE THEM (THROUGH EARLY ACTIONS) THAT:

– YOU ARE PREPARED.
– YOU KNOW WHO THEY ARE.
– THIS CALL ISN'T GOING TO BE A WASTE OF THEIR TIME.
– THIS CALL WILL BE VALUABLE.
– & THIS CALL IS ALL ABOUT THEM.

STEP 2

THE OPENING MONOLOGUE.

THE STRUCTURE OF DISCOVERY....
THE GOAL: OF STEP 2.

THE GOAL IS.....

FOR THE PROSPECT TO OPEN UP: & GIVE YOU AN OVERVIEW, OF THE PROBLEM THAT THEY'RE HAVING.

IDEALLY, THE BUYER SHOULD WALK YOU THROUGH:

- **THE DRIVING IMPACT.**
- **THE MASTER PROBLEM.**
- **THE SITUATION THEY'RE EXPERIENCING. (PAIN)**
- **& "WHY THEY CAME IN TODAY"....**

AND INTO THE MINDSET —› THAT THEY DO THE TALKING.
(& THIS CALL, IS ABOUT THEM.)

STEP 3

FILLING IN THE GAPS:
OF THE SELF-DIAGNOSIS & KNOWNS.

THE STRUCTURE OF DISCOVERY….

THE GOAL: OF STEP 3 .

THE GOAL IS…..

TO ZERO IN ON THE OUTSTANDING THINGS THAT YOU DON'T KNOW, ABOUT THE BUYER'S ENVIRONMENT & SELF-DIAGNOSIS, SO FAR.

THE PRIMARY OBJECTIVE HERE, IS TO FILL IN ALL OF THE GAPS ON THE THINGS THAT YOU DON'T KNOW ABOUT THE BUYER'S SELF-DIAGNOSIS— & WHAT THEY BELIEVE.

YOU MUST WALK AWAY WITH: THE DRIVING IMPACT, MASTER PROBLEM, OUTCOME, BUSINESS PROBLEM, IMPACTS & CURRENT OR FUTURE EVENT THAT TRIGGERED THEM…

& ANY: TACTICAL PROBLEMS, ROOT CAUSES, OR SOLUTIONS THAT THEY HAVE SELF-DIAGNOSED….. BUT ONLY IF THEY ALREADY EXIST.

STEP 4

FINDING THE UNKNOWNS: MISSED DIAGNOSIS & MISDIAGNOSIS.

THE STRUCTURE OF DISCOVERY....

THE GOAL: OF STEP 4 .

THE GOAL IS.....

TO ADD VALUE TO THE BUYER. & TO FIND ANYTHING THAT THEY <u>DIDN'T KNOW</u>—--> THAT <u>NOT</u> KNOWING THIS.... WOULD HURT THEM, IN THE FUTURE.

IT'S ALSO TO CORRECT ANY MISBELIEFS, SO THEY AREN'T LEAD ASTRAY IN THE FUTURE— AND AREN'T UNABLE TO SOLVE THEIR PROBLEM.

THIS STEP IS TO PROTECT THE BUYER.
TO HELP THEM.

AND TO PUT THEM IN THE BEST SPOT POSSIBLE, TO SOLVE THEIR PROBLEM.

STEP 5

THE CLOSE.

THE STRUCTURE OF DISCOVERY....
THE GOAL: OF STEP 5.

THE GOAL IS.....

TO CLOSE OFF THE CALL, IN A CLEAR MANNER.

TO AVOID AMBIGUITY & CONFUSION, AROUND THE FUTURE, & COVER:

- **THE NEXT STEPS. (IF ANY)**
- **WHAT YOU WILL COVER, IN THOSE NEXT STEPS.**
- **WHAT YOU WILL BRING, TO THE CALL.**
- **WHAT YOU WILL DO, IN THE MEANTIME.**
- **WHAT THE BUYER NEEDS TO DO, OR BRING, TO THE NEXT CALL.**

4

MISDIAGNOSIS:

THE 3 QUESTIONS TO ASK, TO FIND ONE.

STEP 0

RESEARCH THE METRICS

STEP 1

DEFINE THE BUYER'S SELF-DIAGNOSIS

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

THE DEFINITION OF A
MISDIAGNOSIS....

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

IS SOMETHING THE BUYER BELIEVES:

THAT'S INCORRECT.

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

SO, THAT MEANS IT'S HINGED OFF OF:

SOMETHING THAT THE BUYER HAS SAID.

HOW TO...

EXECUTE STEP 1

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

SO, WHEN THE BUYER:

SAYS SOMETHING TO YOU...

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

THAT THE BUYER BELIEVES:

TO BE TRUE...

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

BUT THAT YOU THINK:

MIGHT BE INCORRECT, BASED ON WHAT THEY SAID...

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

TAKE WHATEVER THE BUYER SAID:

THAT YOU THINK IS A MISDIAGNOSIS...

(AKA. THE BELIEF THEY HAVE THAT'S "IN QUESTION")

THE 3 STEPS TO FIND A MISDIAGNOSIS ...

STEP 1: DEFINE IT.

AND ASK THE BUYER:

TO DEFINE IT.

EXAMPLES...

FOR STEP 1

EXAMPLE #1

FOR STEP 1:

SELF-PROSPECTING AE

STEP 1: DEFINE IT. <u>EXAMPLE</u>

1ST..... REPEAT WHAT THE BUYER SAID.

"SO YOU SAID EARLIER, THAT YOUR AEs AREN'T DOING ENOUGH..."

& THAT THEIR ACTIVITY LEVEL, IS <u>DEFINITELY</u> WHY THEY MISSED THEIR NUMBER Q2...

STEP 1: DEFINE IT. EXAMPLE

2ND.... ASK THE BUYER TO QUANTIFY/DEFINE IT.

HOW MANY COLD EMAILS ARE YOUR AEs SENDING, PER DAY?

(IF YOU DON'T MIND ME ASKING)

EXAMPLE #2

FOR STEP 1:

HEAD OF PAYMENTS

STEP 1: DEFINE IT. EXAMPLE

1ST….. REPEAT WHAT THE BUYER SAID.

"SO, YOU SAID THAT YOUR CARD NOT PRESENT DECLINE RATE, IS BRUTAL…"

& THAT YOU'RE DEFINITELY GOING TO FALL SHORT OF YOUR TRANSACTION SUCCESS RATE, BECAUSE OF IT…

STEP 1: DEFINE IT. EXAMPLE

2ND…. ASK THE BUYER TO QUANTIFY/DEFINE IT.

WHAT IS YOUR CARD NOT PRESENT DECLINE RATE?

(IF YOU DON'T MIND ME ASKING)

EXAMPLE #3

FOR STEP 1:

IT DIRECTOR

STEP 1: DEFINE IT. EXAMPLE

1ST….. REPEAT WHAT THE BUYER SAID.

"SO, YOU SAID THAT YOUR BACKUP SUCCESS RATE, IS HORRIBLE…"

& THAT YOU'VE HAD 2 BOUTS OF SIGNIFICANT SERVER DOWNTIME, BECAUSE OF IT…

STEP 1: DEFINE IT. EXAMPLE

2ND.... ASK THE BUYER TO QUANTIFY/DEFINE IT.

WHAT IS YOUR BACK-UP SUCCESS RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 2

COUNTER THE MISDIAGNOSIS: WITH A STAT.

HOW TO...

EXECUTE STEP 2

THE 3 STEPS TO FIND A MISDIAGNOSIS

STEP 2: EXPOSE THE MISDIAGNOSIS, WITH A STAT.

ONCE YOU'VE ASKED THE QUESTION:

ON THE INDICATOR THAT,
<u>YOU</u> BELIEVE IS MISDIAGNOSED...

IF THE ANSWER:

DOES SUGGEST, THAT IT'S MISDIAGNOSED....

THE 3 STEPS TO FIND A MISDIAGNOSIS

STEP 2: EXPOSE THE MISDIAGNOSIS, WITH A STAT.

TAKE THE CORRECT STAT:

THAT PROVES IT IS A MISDIAGNOSED....

THE 3 STEPS TO FIND A MISDIAGNOSIS

STEP 2: EXPOSE THE MISDIAGNOSIS, WITH A STAT.

AND TELL THEM THE STAT....

(OR DATA POINT.)

THAT EXPOSES THE MISDIAGNOSIS.

EXAMPLE #1

FOR STEP 2:

SELF-PROSPECTING AE

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

AS A REMINDER: HERE'S WHAT WE ASKED IN STEP 1.......

HOW MANY COLD EMAILS ARE YOUR AEs SENDING, PER DAY?

(IF YOU DON'T MIND ME ASKING)

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

1ST…. RESPOND BRIEFLY.

INTERESTING.

(& THEY'LL LIKELY ASK…. WHAT'S INTERESTING??)

STEP 2: COUNTER THE MISDIAGNOSIS , WITH A STAT. EXAMPLE

2ND…. TELL THEM THE STAT, THAT SUGGESTS THAT IT'S UNTRUE.

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING MORE THAN 50 PER DAY….
YOU'LL START TO DECREASE OVERALL BOOKED MEETINGS.

STEP 2: COUNTER THE MISDIAGNOSIS , WITH A STAT. EXAMPLE

2ND…. TELL THEM THE STAT, THAT SUGGESTS THAT IT'S UNTRUE.

"BECAUSE STATISTICALLY SPEAKING…"

& IF THEY SEND › THAN 50 EMAILS PER DAY, IT WILL TRIGGER EMAIL DELIVERABILITY PROBLEMS, AS WELL.

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

3RD.... TELL THEM THE INDUSTRY AVERAGE, OF THE MISDIAGNOSED KPI.

"INDUSTRY AVERAGE IS 40 EMAILS: SENT, PER REP, PER DAY..."

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE 4TH…. SAY AT WHAT POINT THEY, WOULD HAVE BEEN CORRECT. (FOR THE MD)

“BUT ANYTHING › 30 EMAILS, PER DAY…”

& ACTIVITY TYPICALLY ISN’T THE MAIN DRIVER, BEHIND DEFICIENCY IN PIPELINE, & SUBSEQUENT MISS OF QUOTA.

EXAMPLE #2

FOR STEP 2:

HEAD OF PAYMENTS

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

AS A REMINDER: HERE'S WHAT WE ASKED IN STEP 1.......

WHAT IS YOUR CARD NOT PRESENT DECLINE RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

1ST…. RESPOND BRIEFLY.

INTERESTING.

(& THEY'LL LIKELY ASK…. WHAT'S INTERESTING??)

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

2ND…. TELL THEM THE STAT, THAT SUGGESTS IT'S UNTRUE.

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING < 8% CARD NOT PRESENT DECLINE RATE, & IT'S NOT REALLY AFFECTING TRANSACTION SUCCESS RATE.

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

3RD…. TELL THEM THE INDUSTRY AVERAGE, OF THE MISDIAGNOSED KPI.

"INDUSTRY AVERAGE IS <5% FOR CARD NOT PRESENT DECLINE RATE… "

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE 4TH…. SAY AT WHAT POINT THEY, WOULD HAVE BEEN CORRECT. (FOR THE MD)

"BUT ANYTHING > 8%…"

& IT TYPICALLY ISN'T THE MAIN DRIVER, BEHIND A DECLINING TRANSACTION SUCCESS RATE.

EXAMPLE #3

FOR STEP 2:

IT DIRECTOR

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

AS A REMINDER: HERE'S WHAT WE ASKED IN STEP 1.......

WHAT IS YOUR BACK-UP SUCCESS RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE
1ST.... RESPOND BRIEFLY.

INTERESTING.

(& THEY'LL LIKELY ASK.... WHAT'S INTERESTING??)

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

2ND…. TELL THEM THE STAT, THAT SUGGESTS IT'S UNTRUE.

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING ABOVE A 90% BACK-UP SUCCESS RATE, & IT'S NOT NEGATIVELY IMPACTING SERVER UPTIME.

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE

3RD.... TELL THEM THE INDUSTRY AVERAGE, OF THE MISDIAGNOSED KPI.

"INDUSTRY AVERAGE IS >95% FOR BACK-UP SUCCESS RATE… "

STEP 2: COUNTER THE MISDIAGNOSIS, WITH A STAT. EXAMPLE 4TH.... SAY AT WHAT POINT THEY, WOULD HAVE BEEN CORRECT. (FOR THE MD)

"BUT ANYTHING > 90%..."

& IT TYPICALLY ISN'T THE MAIN DRIVER, BEHIND AN UPTICK IN SERVER DOWNTIME.

STEP 3

ASK A QUESTION TO:
CONFIRM YOUR MISDIAGNOSIS
(BY ANOTHER INDICATOR)

OR

ASK A QUESTION TO:
DIAGNOSE WHAT IS CORRECT

HOW TO...

EXECUTE STEP 3

ONCE YOU'VE GIVEN THE STAT:

THAT SHOWCASES TO THE BUYER THE MISDIAGNOSIS THAT YOU FOUND.....

ASK A QUESTION TO THE BUYER:

THAT'S EITHER A QUESTION ABOUT ANOTHER INDICATOR, THAT CONFIRMS THE MISDIAGNOSIS...

OR A QUESTION TO THE BUYER:

THAT DOUBLES DOWN ON THE SIZE OR SCOPE, OF THE MISDIAGNOSIS THAT YOU FOUND....

EXAMPLES...

FOR STEP 3

EXAMPLE #1

FOR STEP 3:

SELF-PROSPECTING AE

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S WHAT WE ASKED IN STEP 1.......

HOW MANY COLD EMAILS ARE YOUR AEs SENDING, PER DAY?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S THE STAT WE USED IN STEP 2…….

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING MORE THAN 50 PER DAY….
YOU'LL START TO DECREASE OVERALL BOOKED MEETINGS.

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S THE STAT WE USED IN STEP 2.......

"BECAUSE STATISTICALLY SPEAKING..."

& IF THEY SEND ›THAN 50 EMAILS PER DAY, IT WILL TRIGGER EMAIL DELIVERABILITY PROBLEMS, AS WELL.

STEP 3: ASK A 2ND QUESTION. EXAMPLE

EITHER .... ASK A QUESTION: THAT CONFIRMS THE MISDIAGNOSIS .

WHAT LEVEL OF PERSONALIZATION: DOES THEIR COLD EMAILS INCLUDE?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION.

OR.... ASK A QUESTION: TO UNCOVER THE CORRECT DIAGNOSIS .

WHAT TIME OF DAY:
ARE THEY SENDING THE COLD EMAILS?
(IF YOU DON'T MIND ME ASKING)

EXAMPLE #2

FOR STEP 3:

HEAD OF PAYMENTS

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER: HERE'S WHAT WE ASKED IN STEP 1……..

WHAT IS YOUR CARD NOT PRESENT DECLINE RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S THE STAT WE USED IN STEP 2 …….

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING < 8% CARD NOT PRESENT DECLINE RATE, & IT'S NOT REALLY AFFECTING TRANSACTION SUCCESS RATE.

STEP 3: ASK A 2ND QUESTION. EXAMPLE

EITHER .... ASK A QUESTION: THAT CONFIRMS THE MISDIAGNOSIS .

DO YOU HAVE A POP-UP– LETTING BUYERS KNOW, THAT THEY'LL NEED THEIR CARD?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION.

OR…. ASK A QUESTION: TO UNCOVER THE CORRECT DIAGNOSIS .

WHAT IS YOUR DUPLICATE PURCHASE DECLINE RATE?

(IF YOU DON'T MIND ME ASKING)

EXAMPLE #3

FOR STEP 3:

IT DIRECTOR

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S WHAT WE ASKED IN STEP 1.......

WHAT IS YOUR BACK-UP SUCCESS RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER: HERE'S THE STAT WE USED IN STEP 2…….

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING ABOVE A 90% BACK-UP SUCCESS RATE, & IT'S NOT NEGATIVELY IMPACTING SERVER UPTIME.

STEP 3: ASK A 2ND QUESTION. EXAMPLE

EITHER .... ASK A QUESTION: THAT CONFIRMS THE MISDIAGNOSIS .

HOW OFTEN DO YOU DO BACK-UPS TYPICALLY?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION.

OR.... ASK A QUESTION: TO UNCOVER THE CORRECT DIAGNOSIS .

HOW MUCH STORAGE CAPACITY DO YOU HAVE AVAILABLE ON AVERAGE?

(IF YOU DON'T MIND ME ASKING)

5

MISSED DIAGNOSIS:

THE 3 QUESTIONS TO ASK, TO FIND ONE.

STEP 0

RESEARCH THE METRICS

STEP 1

QUANTIFY THE MISSED INDICATOR

THE DEFINITION OF MISSED DIAGNOSIS....

STEP 1: QUANTIFY IT - TO QUALIFY IT.

IS SOMETHING THEY ARE COMPLETELY UNAWARE OF....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

THAT THEY'VE MISSED ENTIRELY IN THEIR SELF-DIAGNOSIS.

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

SO, YOUR DIAGNOSIS:

SHOULD BE HINGED ON SOMETHING, THAT THE BUYER HASN'T SAID....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

THAT THE BUYER (LIKELY) SHOULD BE THINKING ABOUT....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

& THAT THE BUYER NOT MENTIONING IT… WORRIES YOU.

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

& THEM NOT MENTIONING IT:

MAKES YOU BELIEVE, THAT IT'S A SIGN...

THAT EVEN IF THEY DID HAVE A PROBLEM…

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

THAT THEY (LIKELY)
DON'T KNOW ABOUT IT.

HOW TO...

EXECUTE STEP 1

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

SO, WHEN THEY HAVEN'T MENTIONED SOMETHING IN YOUR CONVERSATIONS…

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

& YOU BELIEVE THEY WOULD HAVE MENTIONED IT TO YOU, IF THEY KNEW ABOUT IT....

AND YOU BELIEVE THAT IT'S LIKELY HAPPENING TO THEM....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

AND YOU BELIEVE THAT IT'S IMPORTANT, IF IT IS....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: QUANTIFY IT - TO QUALIFY IT.

TAKE THE INDICATOR:

THAT YOU BELIEVE THEY MAY HAVE (POTENTIALLY) MISSED, IN THEIR SELF-DIAGNOSIS.

(AKA. THE PROBLEM YOU THINK THEY MAY HAVE, & THAT THEY MAY HAVE MISSED)

AND ASK THEM
TO QUANTIFY IT.

IN OTHER WORDS......

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: DEFINE IT

ASK THEM THE QUESTION:

THAT THE ANSWER WOULD HELP YOU KNOW & QUALIFY, THAT THEY A PROBLEM.....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 1: DEFINE IT

EVEN IF THE ANSWER:

DOESN'T (NECESSARILY) HELP THEM KNOW THAT THEY HAVE A PROBLEM.

EXAMPLES...

FOR STEP 1

EXAMPLE #1

FOR STEP 1:

SELF-PROSPECTING AE

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE
FOR A SELF-PROSPECTING AE.

LET'S SAY THAT A
COMMON MISSED DIAGNOSIS:
FOR PROSPECTING AEs, IS EMAIL DELIVERABILITY.

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE
FOR A SELF-PROSPECTING AE.

AND IT'S VERY COMMON:
FOR THEM TO HAVE AN EMAIL DELIVERABILITY ISSUE….

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE
FOR A SELF-PROSPECTING AE.

AND IT'S VERY LIKELY:
TO BE A SIGNIFICANT FACTOR IN PREVENTING THEM FROM HITTING QUOTA….

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE
FOR A SELF-PROSPECTING AE.

AND IT'S ALSO:
A PROBLEM OR FACTOR, THAT AN AE, TYPICALLY DOESN'T KNOW ABOUT.

STEP 1: QUANTIFY IT– TO QUALIFY IT <u>EXAMPLE</u>
FOR A SELF-PROSPECTING AE.

AND ONE WAY TO "QUALIFY":
IF THERE <u>IS</u> OR <u>ISN'T</u> AN ISSUE WITH EMAIL DELIVERABILITY….. IS BY THE OPEN RATE.

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE

1ST….. MENTION THE CONTEXT, OF THE (POTENTIAL) MISSED DIAGNOSIS

"SO, I KNOW YOU MENTIONED THAT YOU STARTED DOING MORE OUTBOUND…"

AND THAT YOU'RE FOCUSING ON COLD EMAIL.

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE

2ND.... ASK THEM TO QUANTIFY IT, TO QUALIFY IF/THAT IT'S A PROBLEM.

WHAT IS YOUR OPEN RATE?

(IF YOU DON'T MIND ME ASKING)

EXAMPLE #2

FOR STEP 1:

HEAD OF PAYMENTS

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE FOR A HEAD OF PAYMENTS.

LET'S SAY THAT A COMMON MISSED DIAGNOSIS: FOR A HEAD OF PAYMENTS, IS PAYMENT TIMEOUT.

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE

1ST..... MENTION THE CONTEXT, OF THE (POTENTIAL) MISSED DIAGNOSIS

"SO, I KNOW YOU MENTIONED THAT YOU'RE FOCUSING MORE ON ECOMMERCE..."

AND DOUBLING YOUR EFFORTS IN Q3.

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE

2ND.... ASK THEM TO QUANTIFY IT, TO QUALIFY IF/THAT IT'S A PROBLEM.

WHAT IS YOUR PAYMENT TIMEOUT RATE?

(IF YOU DON'T MIND ME ASKING)

EXAMPLE #3

FOR STEP 1:

IT DIRECTOR

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE FOR AN IT DIRECTOR.

LET'S SAY THAT A COMMON MISSED DIAGNOSIS:

FOR AN IT DIRECTOR, IS NETWORK LATENCY.

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE

1ST….. MENTION THE CONTEXT, OF THE (POTENTIAL) MISSED DIAGNOSIS

"SO, I KNOW YOU MENTIONED THAT YOU'RE DIALING IN ON UPTIME…"

AND THE SPEED & STORAGE, ACROSS THE BOARD.

STEP 1: QUANTIFY IT– TO QUALIFY IT EXAMPLE

2ND…. ASK THEM TO QUANTIFY IT, TO QUALIFY IF/THAT IT'S A PROBLEM.

WHAT IS YOUR AVERAGE NETWORK LATENCY?

(IF YOU DON'T MIND ME ASKING)

STEP 2

SURFACE THE MISSED DIAGNOSIS WITH A STAT

HOW TO...

EXECUTE STEP 2

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 2: SURFACE WHAT'S MISSED, WITH A STAT.

ONCE YOU'VE ASKED THE QUESTION:

TO QUANTIFY THE INDICATOR— THAT TELLS YOU WHETHER, OR NOT IT'S A PROBLEM.....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 2: SURFACE WHAT'S MISSED, WITH A STAT.

IF THE ANSWER <u>DOES</u> SUGGEST:

THAT IT'S A PROBLEM, OR REQUIRES ATTENTION–
<u>AND</u> YOU BELIEVE THAT THEY'RE <u>UNAWARE</u> OF IT.....

THE 3 STEPS TO FIND A MISSED DIAGNOSIS

STEP 2: SURFACE WHAT'S MISSED, WITH A STAT.

TAKE THE STAT, OR DATA POINT:

THAT IS HOW YOU KNEW, THEIR ANSWER SUGGESTS THEY HAVE A PROBLEM…

STEP 2: SURFACE WHAT'S MISSED, WITH A STAT.

AND TELL THEM THE STAT....

(OR DATA POINT.)

THAT EXPOSES THE MISSED DIAGNOSIS.

EXAMPLES...

FOR STEP 2

EXAMPLE #1

FOR STEP 2:

SELF-PROSPECTING AE

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

AS A REMINDER : HERE'S WHAT WE ASKED IN STEP 1.......

WHAT IS YOUR OPEN RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

1ST…. RESPOND BRIEFLY.

INTERESTING.

(& THEY'LL LIKELY ASK…. WHAT'S INTERESTING??)

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

2ND.... SURFACE THE MISSED DIAGNOSIS , WITH A STAT.

"BECAUSE STATISTICALLY SPEAKING..."

**ANYTHING LESS THAN A 50% OPEN RATE,
& THERE'S AN EMAIL DELIVERABILITY PROBLEM.**

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

3RD…. GIVE THEM INDUSTRY AVERAGES OF THE MISSED INDICATOR .

“INDUSTRY AVERAGE IS 15%-25%…”

& FOR WHAT IT’S WORTH, ONLY 59% OF EMAILS ACTUALLY REACH THE PRIMARY INBOX.

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

4TH.... RESTATE THE STAT, THAT SUGGESTS THE MISSED DIAGNOSIS .

"BUT ANYTHING LESS THAN 50%..."

& EMAIL DELIVERABILITY IS FOR SURE THE MAIN CULPRIT, BEHIND THE REPLY RATE YOU'RE SEEING.

EXAMPLE #2

FOR STEP 2:

HEAD OF PAYMENTS

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

AS A REMINDER : HERE'S WHAT WE ASKED IN STEP 1.......

WHAT IS YOUR PAYMENT TIMEOUT RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

1ST…. RESPOND BRIEFLY.

INTERESTING.

(& THEY'LL LIKELY ASK…. WHAT'S INTERESTING??)

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

2ND…. SURFACE THE MISSED DIAGNOSIS , WITH A STAT.

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING MORE THAN A 2% TIMEOUT RATE, & YOU'LL SEE A 18% DROP IN TRANSACTION SUCCESS RATE %.

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

3RD.... GIVE THEM INDUSTRY AVERAGES OF THE MISSED INDICATOR.

"INDUSTRY AVERAGE IS <1%..."

& FOR WHAT IT'S WORTH, OUT OF THE GATE MOST E-COMMERCE SEE A 5% - 7% TIMEOUT.

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

4TH.... RESTATE THE STAT, THAT SUGGESTS THE MISSED DIAGNOSIS .

“BUT ANYTHING MORE THAN 2%...”

& PAYMENT TIMEOUT RATE IS THE HEAVIEST CONTRIBUTOR TO TRANSACTION FAILURE RATE, OVERALL.

EXAMPLE #3

FOR STEP 2:

IT DIRECTOR

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

AS A REMINDER : HERE'S WHAT WE ASKED IN STEP 1…….

WHAT IS YOUR AVERAGE NETWORK LATENCY?

(IF YOU DON'T MIND ME ASKING)

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

1ST…. RESPOND BRIEFLY.

INTERESTING.

(& THEY'LL LIKELY ASK…. WHAT'S INTERESTING??)

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

2ND.... SURFACE THE MISSED DIAGNOSIS, WITH A STAT.

"BECAUSE STATISTICALLY SPEAKING..."

ANYTHING › 200MS NETWORK LATENCY– IT'S 87% MORE LIKELY, THAT YOU'LL SEE SERVER DOWNTIME.

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

3RD…. GIVE THEM INDUSTRY AVERAGES OF THE MISSED INDICATOR .

"INDUSTRY AVERAGE IS <100MS…"

& IF IT MAKES YOU FEEL ANY BETTER,
MOST IT DIRECTORS DON'T KNOW ABOUT IT.

STEP 2: SURFACE THE MISSED, WITH A STAT. EXAMPLE

4TH…. RESTATE THE STAT, THAT SUGGESTS THE MISSED DIAGNOSIS .

"BUT UNLESS YOU SEE A DECREASE…"

FROM 350MS TO <200MS… IT'S LIKELY GOING TO LEAD, TO SIGNIFICANT SERVER DOWNTIME WITHIN THE YEAR.

STEP 3

ASK A QUESTION TO:
CONFIRM THE MISSED DIAGNOSIS
(BY ANOTHER INDICATOR)

OR

DOUBLE DOWN ON THE MISSED DIAGNOSIS

HOW TO...

EXECUTE STEP 3

ONCE YOU'VE GIVEN THE STAT:

THAT SHOWCASES TO THE BUYER THE MISSED DIAGNOSIS THAT YOU FOUND.....

ASK A QUESTION TO THE BUYER:

THAT'S EITHER A QUESTION ABOUT ANOTHER INDICATOR, THAT CONFIRMS THE MISSED DIAGNOSIS...

OR A QUESTION TO THE BUYER:

THAT DOUBLES DOWN ON THE SIZE OR SCOPE, OF THE MISSED DIAGNOSIS THAT YOU FOUND....

EXAMPLES...

FOR STEP 3

EXAMPLE #1

FOR STEP 3:

SELF-PROSPECTING AE

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER: HERE'S WHAT WE ASKED IN STEP 1.......

WHAT IS YOUR OPEN RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S THE STAT WE GAVE, IN STEP 2 ....

"BECAUSE STATISTICALLY SPEAKING..."

ANYTHING LESS THAN A 50% OPEN RATE,
& THERE'S AN EMAIL DELIVERABILITY PROBLEM.

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

EITHER .... ASK A QUESTION (ABOUT A 2ND KPI): THAT CONFIRMS THE MD.

HOW MANY EMAILS,
ARE YOUR REPS SENDING PER DAY?
(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

OR.... ASK A QUESTION: THAT DOUBLES DOWN ON THE MD, YOU FOUND.

IS THE OPEN RATE THAT YOU TOLD ME– THE OPEN RATE, FOR ALL OF THE AEs?

(IF YOU DON'T MIND ME ASKING)

EXAMPLE #2

FOR STEP 3:

HEAD OF PAYMENTS

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER: HERE'S WHAT WE ASKED IN STEP 1…….

WHAT IS YOUR PAYMENT TIMEOUT RATE?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER: HERE'S THE STAT WE GAVE, IN STEP 2 …….

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING MORE THAN A 2% TIMEOUT RATE, & YOU'LL SEE A 18% DROP IN TRANSACTION SUCCESS RATE %.

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

EITHER …. ASK A QUESTION (ABOUT A 2ND KPI): THAT CONFIRMS THE MD.

HOW LONG IS THE PAYMENT TIMEOUT WINDOW, ON YOUR WEBSITE TODAY?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

OR.... ASK A QUESTION: THAT DOUBLES DOWN ON THE MD, YOU FOUND.

HAS YOUR PAYMENT TIMEOUT RATE, BEEN THE SAME, SINCE THE SITE LAUNCHED?

(IF YOU DON'T MIND ME ASKING)

EXAMPLE #3

FOR STEP 3:

IT DIRECTOR

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S WHAT WE ASKED IN STEP 1.......

WHAT IS YOUR AVERAGE NETWORK LATENCY?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

AS A REMINDER : HERE'S THE STAT WE GAVE, IN STEP 2 …….

"BECAUSE STATISTICALLY SPEAKING…"

ANYTHING › 200MS NETWORK LATENCY– IT'S 87% MORE LIKELY, THAT YOU'LL SEE SERVER DOWNTIME.

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

EITHER .... ASK A QUESTION (ABOUT A 2ND KPI): THAT CONFIRMS THE MD.

HOW MUCH STORAGE CAPACITY, DO YOU HAVE AVAILABLE ON AVERAGE?

(IF YOU DON'T MIND ME ASKING)

STEP 3: ASK A 2ND QUESTION, ABOUT THE MD. EXAMPLE

OR.... ASK A QUESTION: THAT DOUBLES DOWN ON THE MD, YOU FOUND.

HAS YOUR NETWORK LATENCY ALWAYS BEEN AT 300MS?

(IF YOU DON'T MIND ME ASKING)

6

SO, WHAT HAPPENS WHEN YOU FIND VALUE?

A MISDIAGNOSIS, & MISSED DIAGNOSIS.

MIS.

WHAT HAPPENS WHEN YOU FIND A MISDIAGNOSIS

SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISDIAGNOSIS .

YOU BUILD CREDIBILITY:

WITH THE BUYER.

SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISDIAGNOSIS .

YOU BUILD TRUST:

WITH THE BUYER.

SO, WHAT HAPPENS....
WHEN YOU DO FIND A MISDIAGNOSIS .

YOU PROVE YOUR AGENDA:
IS TO ACTUALLY HELP THE BUYER.

SO, WHAT HAPPENS....

WHEN YOU <u>DO</u> FIND A MISDIAGNOSIS .

SO, WHAT HAPPENS....
WHEN YOU DO FIND A MISDIAGNOSIS .

YOU ACTUALLY HELP THE BUYER:
BY FINDING THINGS THAT THEY DIDN'T KNOW.

SO, WHAT HAPPENS….

WHEN YOU DO FIND A MISDIAGNOSIS .

YOU COUNTER BUYER INDECISION:

BY LESSENING THEIR FEAR OF GETTING IT WRONG.

SO, WHAT HAPPENS....

WHEN YOU <u>DO</u> FIND A MISDIAGNOSIS .

YOU INCREASE THE LIKELIHOOD:

THAT THE BUYER, WILL SOLVE THE PROBLEM.

(FROM LOWERING THEIR INDECISION)

SO, WHAT HAPPENS....
WHEN YOU DO FIND A MISDIAGNOSIS .

YOU INCREASE THE LIKELIHOOD:
THAT THE BUYER, WILL SOLVE IT WITH YOU.

SO, WHAT HAPPENS....
WHEN YOU DO FIND A MISDIAGNOSIS .

MISSED.

WHAT HAPPENS WHEN YOU FIND A MISSED DIAGNOSIS

SO, WHAT HAPPENS....
WHEN YOU DO FIND A MISSED DIAGNOSIS .

SO, WHAT HAPPENS....
WHEN YOU DO FIND A MISSED DIAGNOSIS .

YOU BUILD TRUST:
WITH THE BUYER.

SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISSED DIAGNOSIS .

YOU PROVE YOUR AGENDA:

IS TO ACTUALLY HELP THE BUYER.

SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISSED DIAGNOSIS .

YOU PROVE YOUR LEVEL OF SKILL:

& YOUR ABILITY TO HELP THE BUYER.

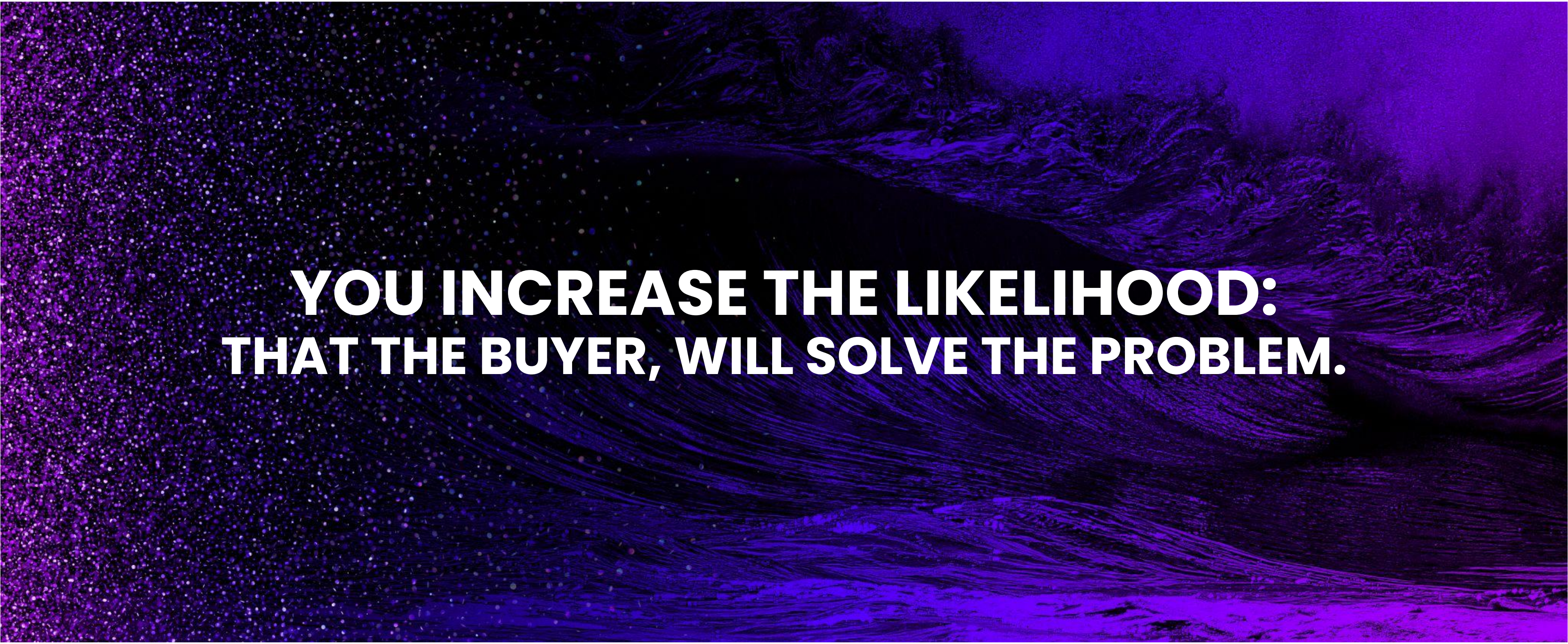
SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISSED DIAGNOSIS .

YOU ACTUALLY HELP THE BUYER:
BY FINDING THINGS THAT THEY DIDN'T KNOW.

SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISSED DIAGNOSIS .



SO, WHAT HAPPENS....

WHEN YOU <u>DO</u> FIND A MISSED DIAGNOSIS .

YOU INCREASE THE LIKELIHOOD:
THAT THE BUYER, WILL SOLVE IT WITH YOU.

SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISSED DIAGNOSIS .

YOU PREVENT THE BUYER FROM MISSING:

SOMETHING THAT COULD HAVE HURT THEM, IN THE FUTURE.

SO, WHAT HAPPENS….

WHEN YOU DO FIND A MISSED DIAGNOSIS .

SO, WHAT HAPPENS....

WHEN YOU <u>DO</u> FIND A MISSED DIAGNOSIS .

SO, WHAT HAPPENS....
WHEN YOU DO FIND A MISSED DIAGNOSIS .

YOU GROW THE LEVEL OF URGENCY:
THE BUYER HAS, TO SOLVE THE PROBLEM.

SO, WHAT HAPPENS....

WHEN YOU DO FIND A MISSED DIAGNOSIS .

YOU RUSH UP THE TIMELINE:

OF HOW QUICKLY, THE BUYER WANTS TO SOLVE IT.

7

& WHAT HAPPENS IF YOU DON'T?

SO, WHAT HAPPENS....
IF YOU <u>DON'T</u> FIND EITHER OF THESE.

YOU FRUSTRATE THE BUYER.

SO, WHAT HAPPENS....
IF YOU DON'T FIND EITHER OF THESE.

THE BUYER STARTS TO SHUT DOWN.

SO, WHAT HAPPENS....
IF YOU DON'T FIND EITHER OF THESE.

YOU ADDED ZERO VALUE.

SO, WHAT HAPPENS....

IF YOU DON'T FIND EITHER OF THESE.

THERE WAS NO POINT:

FOR THE BUYER TO HAVE TALKED TO YOU.

SO, WHAT HAPPENS....

IF YOU DON'T FIND EITHER OF THESE.

YOU ENABLED THE BUYER:
(POTENTIALLY) TO MAKE A MISTAKE.

SO, WHAT HAPPENS....

IF YOU DON'T FIND EITHER OF THESE.

IT MAKES THE BUYER, LESS LIKELY TO CLOSE.

(BECAUSE THEY DON'T TRUST YOU)

IN SUMMARY...

THE END.