

DIAGNOSTIC SELLING....



SEASON 4

EPISODE 5

The 3 Steps of Diagnostic Selling

*MISDIAGNOSIS V. MISSED DIAGNOSIS
(& HOW FINDING THEM 4Xs CONVERSION)*



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AGENDA

ACT I

**THE GOAL OF DISCOVERY:
A BRIEF REMINDER & REVIEW.**

ACT II**

WHY DIAGNOSE?

ACT III**

**THE 2 TYPES OF DIAGNOSIS AT PLAY:
THE BUYER'S **SELF-DIAGNOSIS** & THE SELLER'S **DIAGNOSIS**.**

ACT IV

**THE 2 TYPES OF VALUE:
A **MISDIAGNOSIS** V. A **MISSED DIAGNOSIS**.**

AGENDA

ACT V

WHAT HAPPENS WHEN EITHER ARE FOUND:

WHEN A MISDIAGNOSIS IS FOUND V. A MISSED DIAGNOSIS IS FOUND.

ACT VI

THE 9 TYPES OF MISDIAGNOSIS

ACT VII

THE 3 TYPES OF MISSED DIAGNOSIS

ACT VIII

WHAT ARE THE 3 STEPS?

AGENDA

ACT IX

STEP #1:

UNCOVER THE BUYER'S SELF-DIAGNOSIS.

ACT X

STEP #2:

DEVELOP YOUR DIAGNOSIS.

ACT XI

STEP #3:

DIAGNOSE THE UNKNOWNNS.

ACT XII

WHAT YOU MUST HAVE... BY THE END OF THE CALL.



1

**THE GOAL OF A
DISCOVERY CALL:**
A BRIEF REVIEW & REMINDER.



**THE ONLY ABILITY, OR
EXPERTISE: THAT YOU CAN
BRING TO A CALL...
(FROM THE BUYER'S PERSPECTIVE)**



**& THE ONLY VALUE
OF YOU BEING
INVOLVED AT ALL, IS...**
(FROM THE BUYER'S PERSPECTIVE)



IS HOW WELL/IF YOU CAN
DIAGNOSE.



**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....
WHAT SHOULD IT BE?**

THE GOAL OF DISCOVERY CALLS....



THE GOAL OF DISCOVERY CALLS....

GOAL #1

THE 1ST GOAL....

IS TO DIAGNOSE.



THE GOAL OF DISCOVERY CALLS....

GOAL #2

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 UNKNOWNNS)**



**& SINCE OUR
GOAL IN DISCOVERY
IS TO FIND UNKNOWNNS...**





**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 UNKNOWN.



THE GOAL OF OUR QUESTIONS

GOAL #3

**AND TO ACTUALLY
HELP THE BUYER, BY FINDING THEM.**



2

WHY DIAGNOSE?



WHY DIAGNOSE?



THERE'S A MILLION REASONS...
THAT HELPS YOU.



BUT THE MAIN REASON....



IS EVEN IF THE BUYER SAYS:
THEY KNOW WHAT THEY WANT.....



& EVEN IF THE BUYER SAYS:
THEY KNOW WHAT THEY NEED.....



THEY MIGHT BE WRONG.



3

**THE 2 TYPES OF
DIAGNOSIS, AT PLAY:**
*THE BUYER'S SELF-DIAGNOSIS,
& YOUR DIAGNOSIS.*

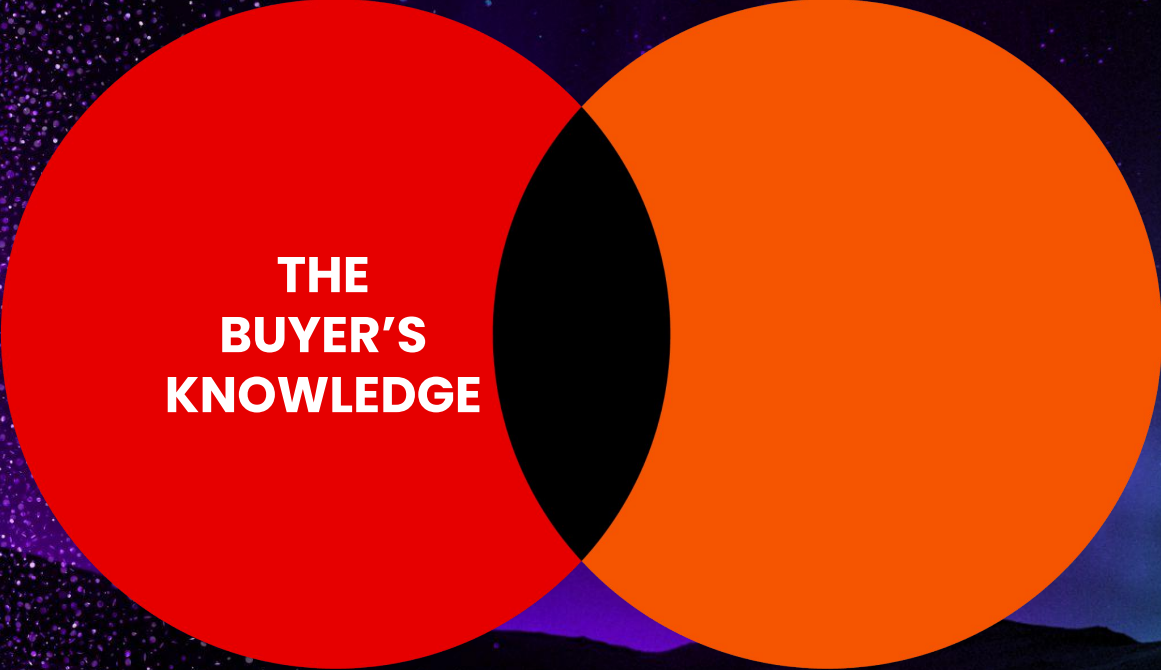


DIAGNOSIS #1

THE BUYER'S SELF-DIAGNOSIS.

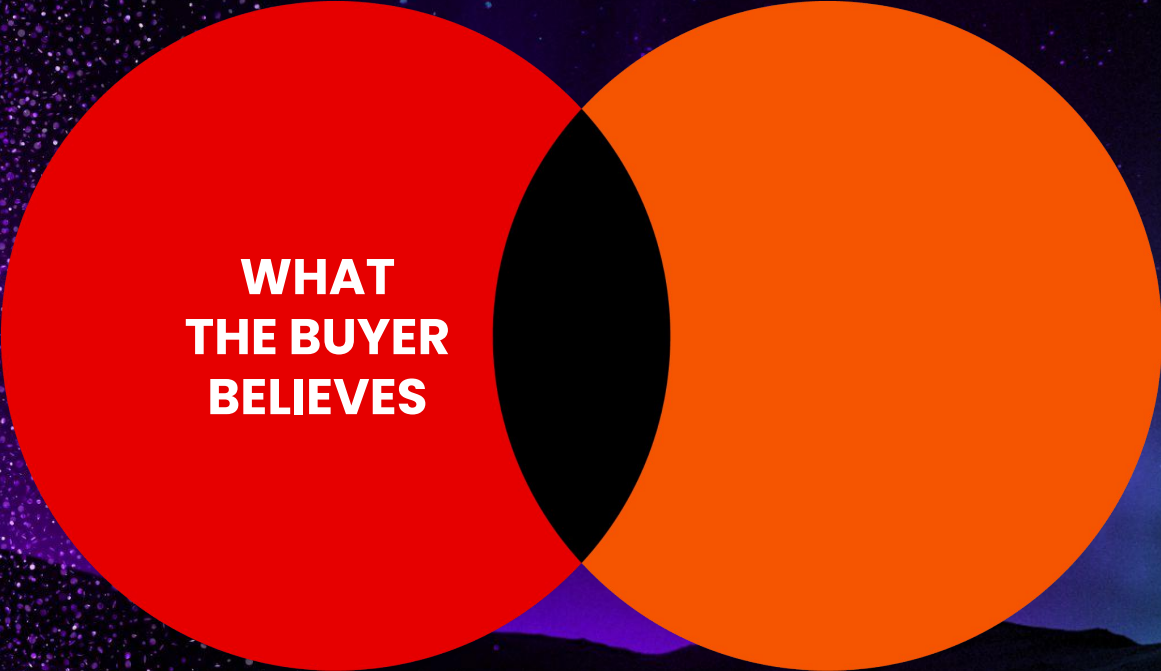


WHAT THE **BUYER** **KNOWS.**



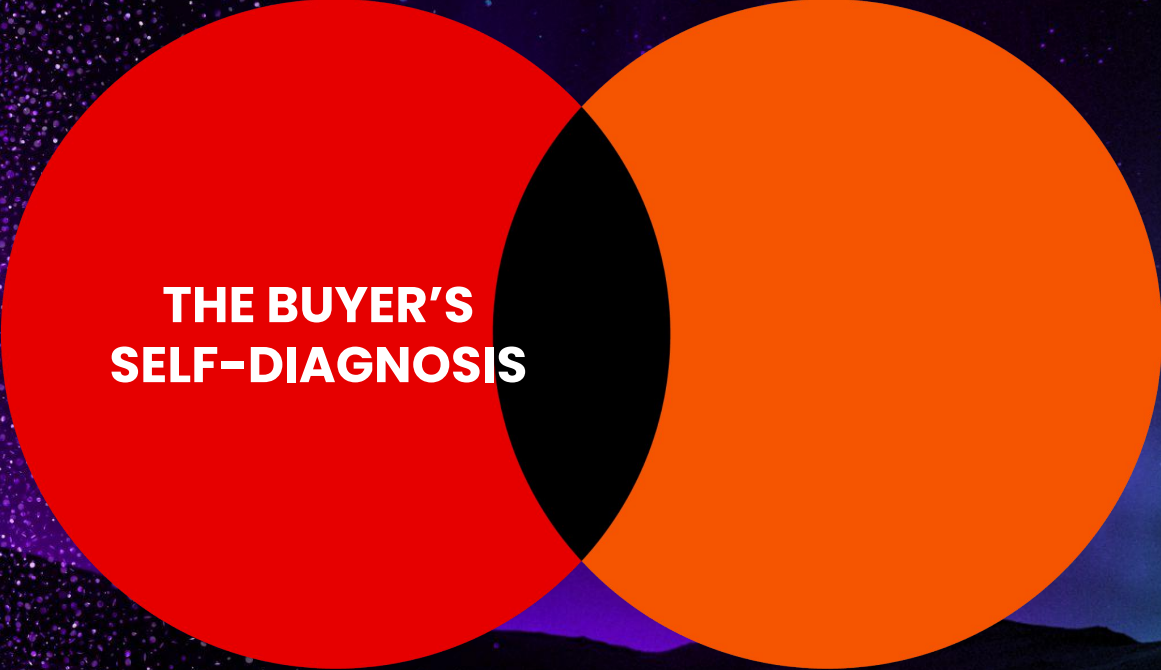
**THE
BUYER'S
KNOWLEDGE**

WHAT THE **BUYER** **BELIEVES** .



**WHAT
THE BUYER
BELIEVES**

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



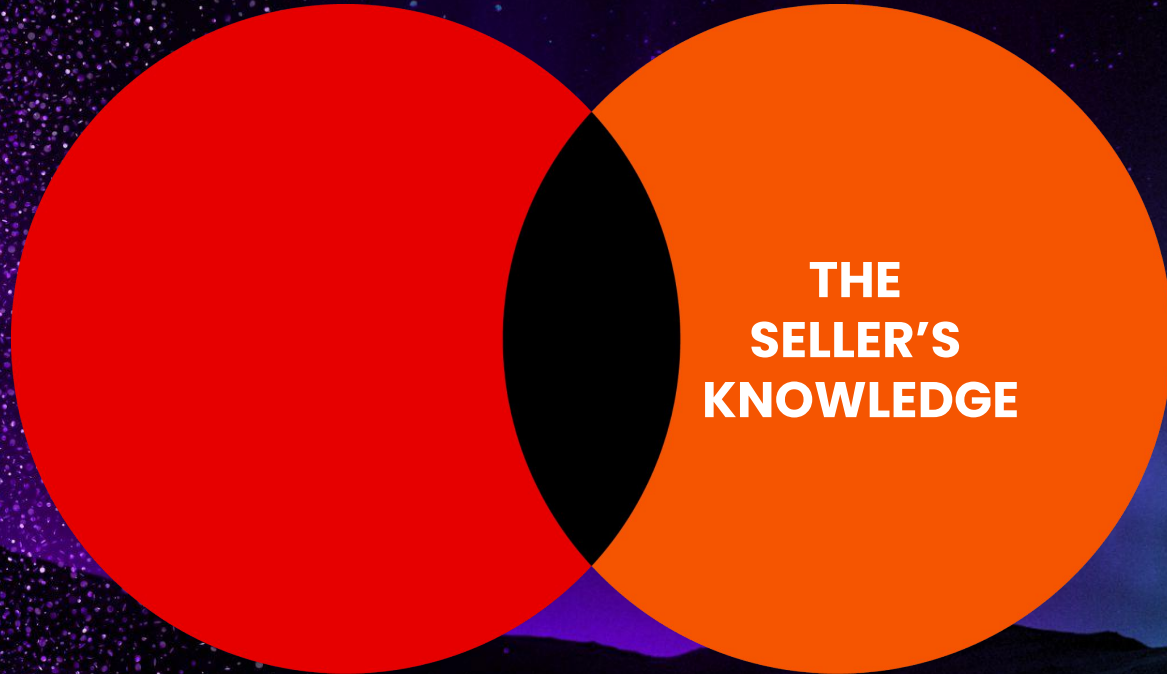
**THE BUYER'S
SELF-DIAGNOSIS**

DIAGNOSIS #2

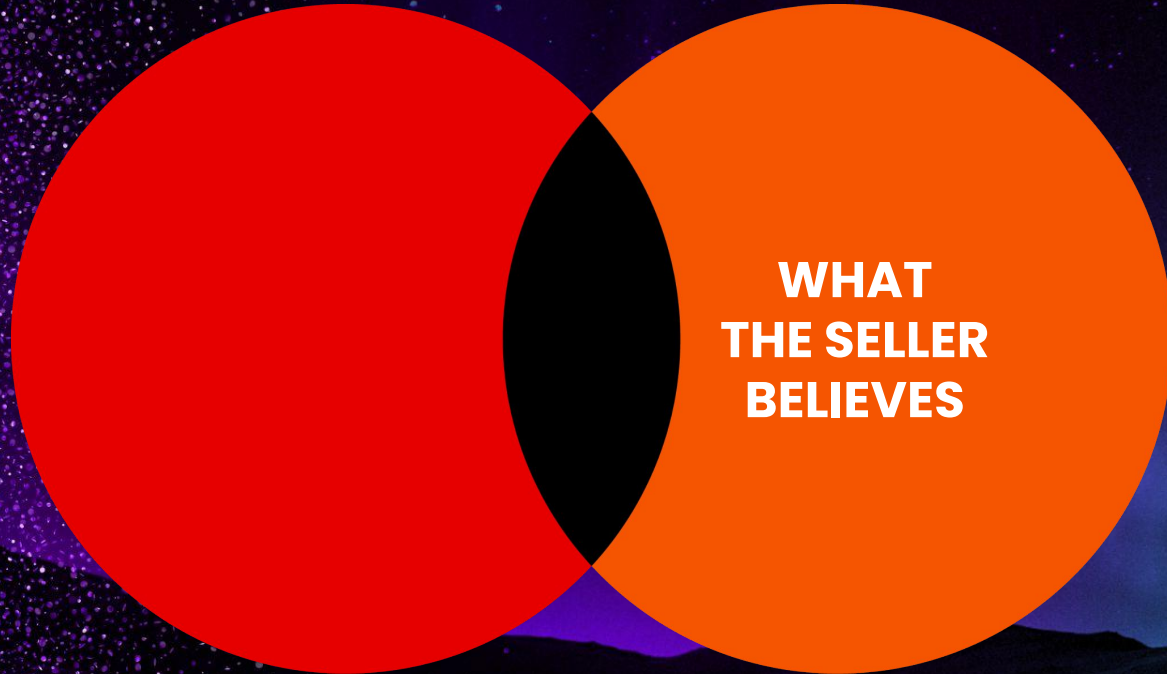
THE SELLER'S **DIAGNOSIS.**



WHAT THE SELLER.... KNOWS.

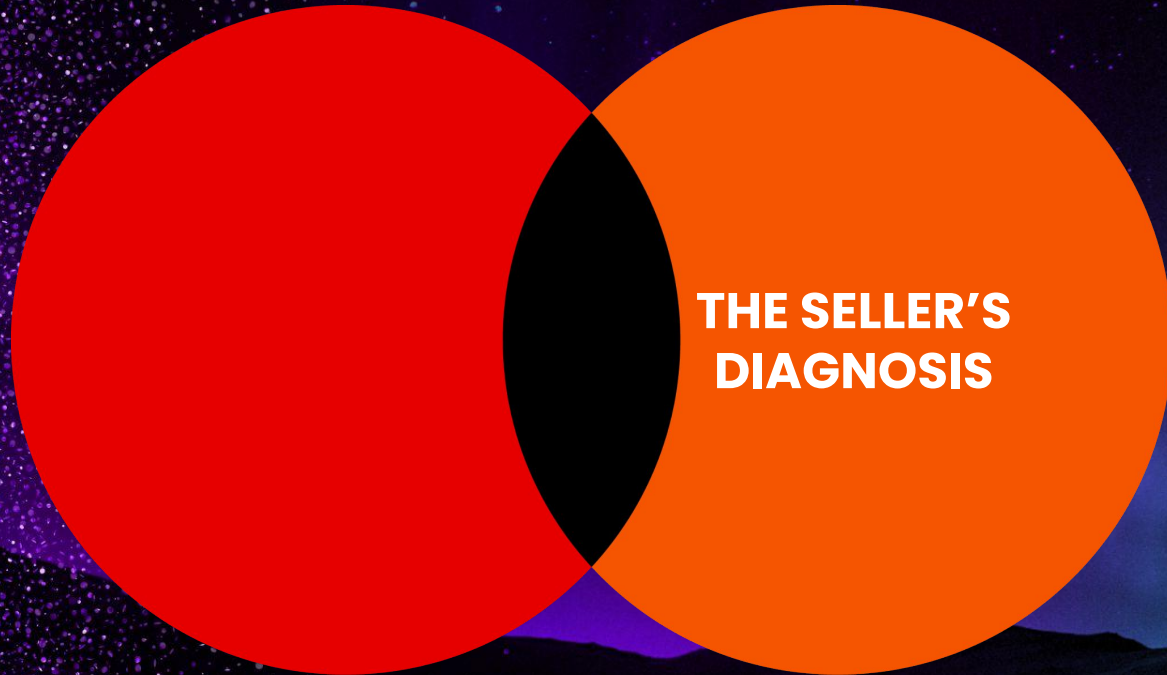


WHAT THE SELLER.... BELIEVES .



**WHAT
THE SELLER
BELIEVES**

WHAT THE SELLER.... HAS **DIAGNOSED** .



THE DIFFERENCE BETWEEN THE 2 DIAGNOSES.



THE TWO DIAGNOSES, AT PLAY....

THE **DIFFERENCE** BETWEEN THE 2.



DIFFERENCE #1....

WHAT A BUYER BELIEVES, THAT A SELLER DOESN'T: A MISDIAGNOSIS .

MISDIAGNOSIS



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

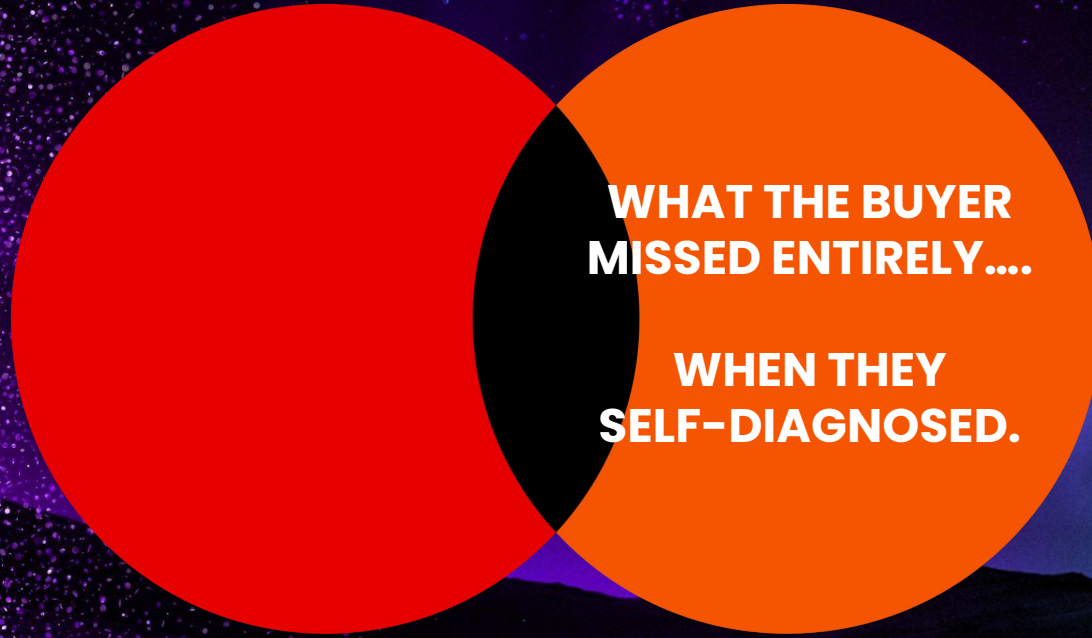
INCORRECTLY.



DIFFERENCE #2....

WHAT A SELLER KNOWS, THAT A BUYER DOESN'T: A **MISSED DIAGNOSIS** .

MISSED DIAGNOSIS



4

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



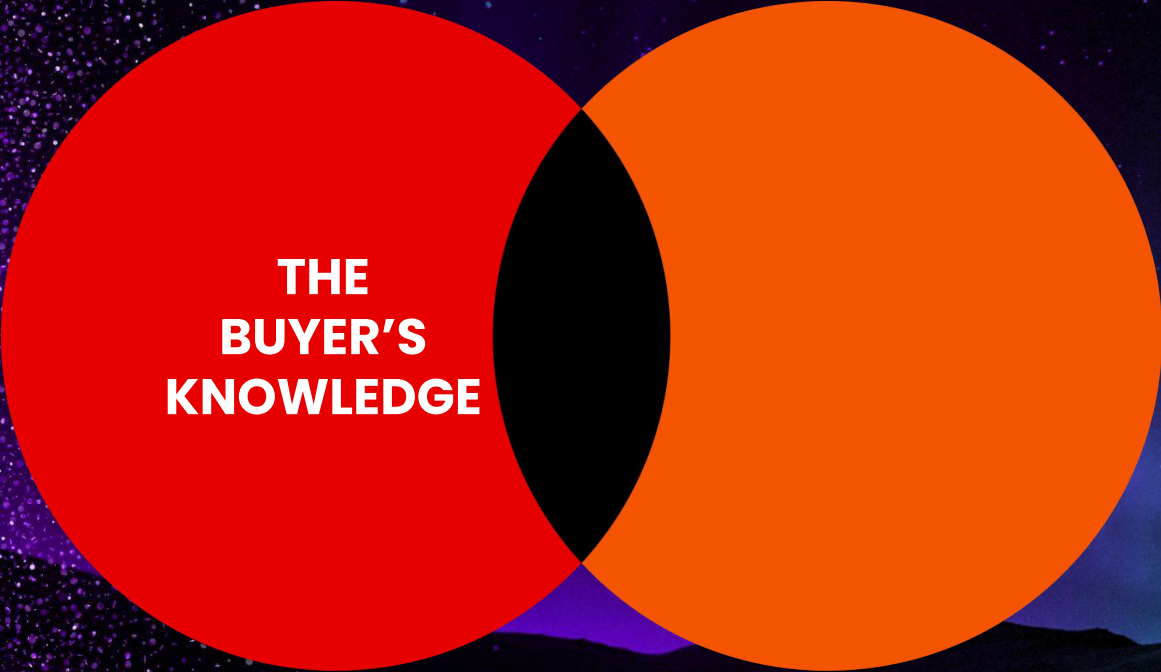
VALUE, TO A BUYER...



**IS INFORMATION...
THAT THEY DIDN'T KNOW.**



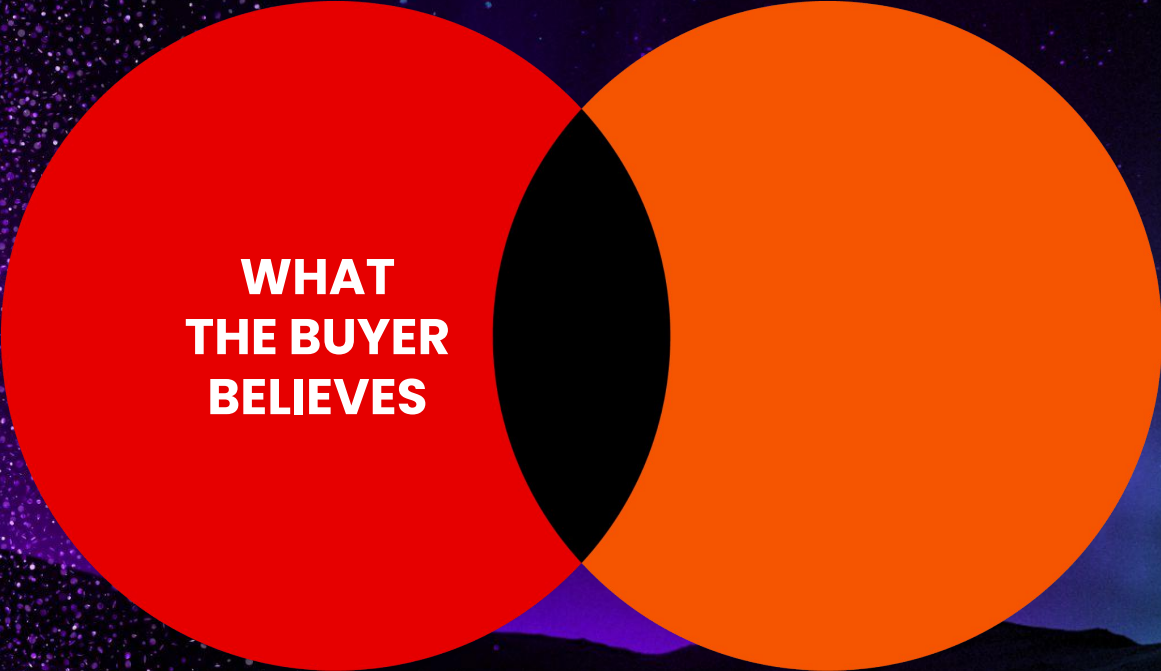
WHAT THE **BUYER** **KNOWS.**



**THE
BUYER'S
KNOWLEDGE**



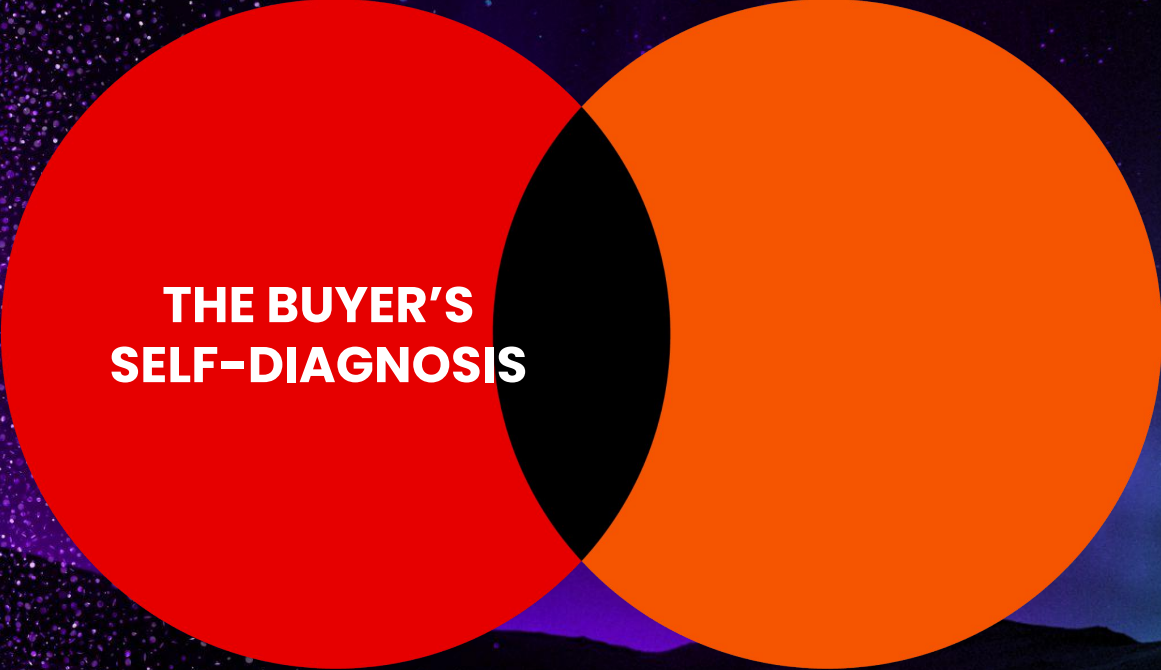
WHAT THE **BUYER** **BELIEVES** .



**WHAT
THE BUYER
BELIEVES**

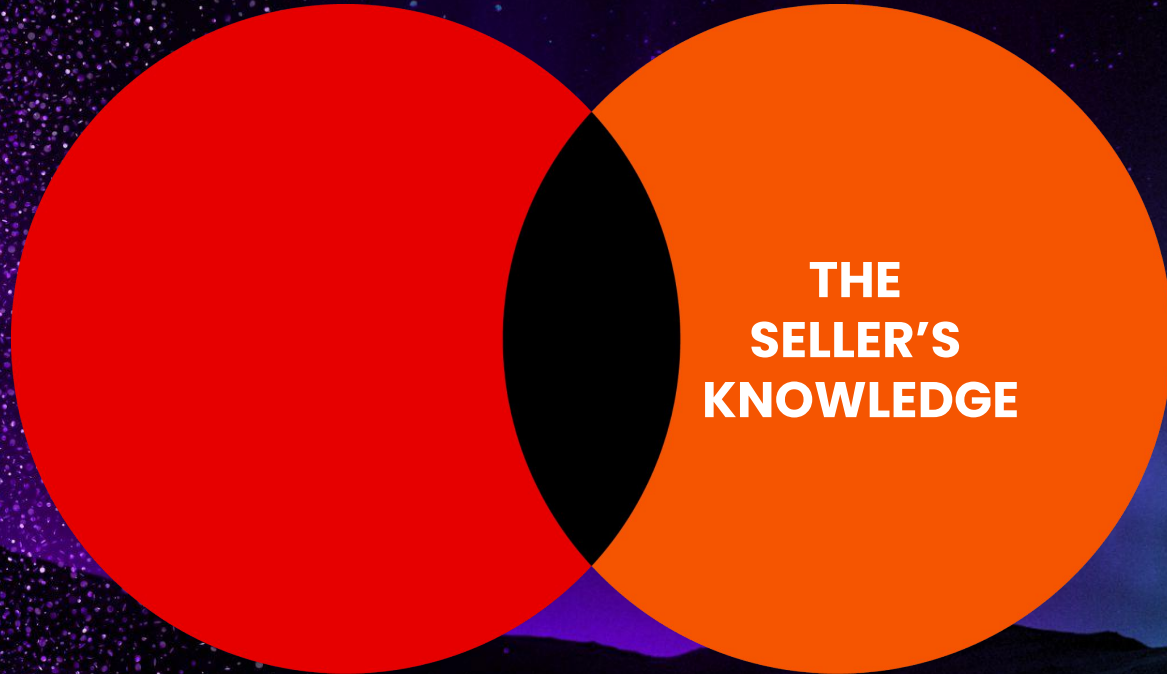


WHAT THE **BUYER** HAS **SELF-DIAGNOSED** .

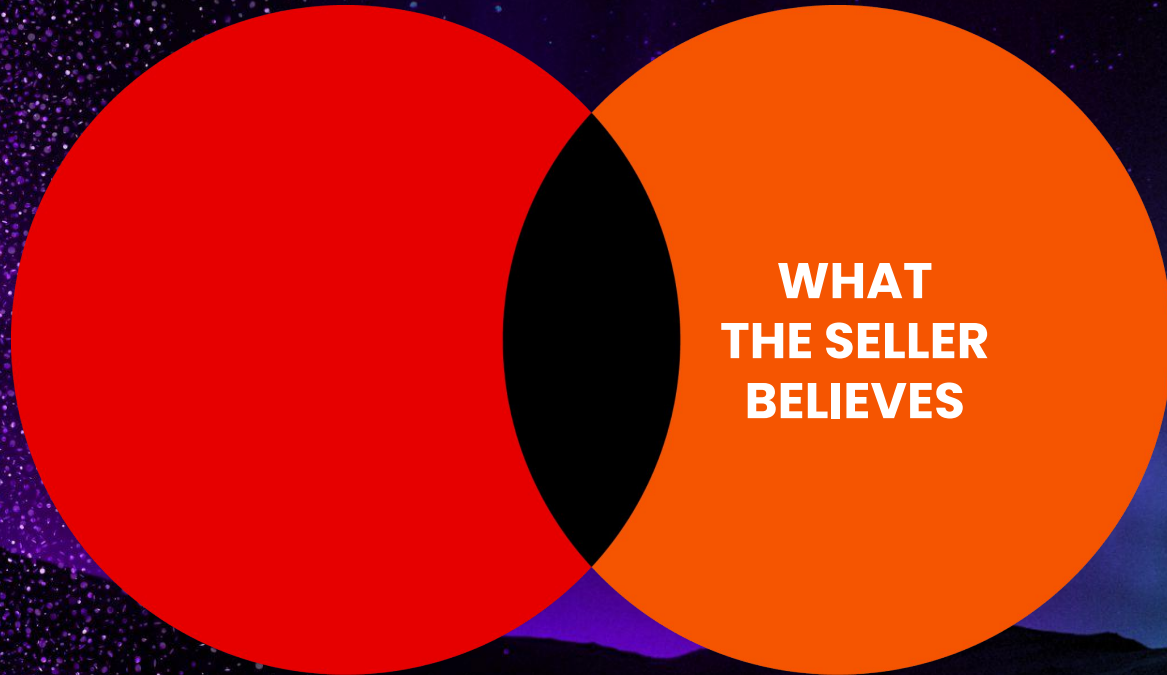


**THE BUYER'S
SELF-DIAGNOSIS**

WHAT THE SELLER.... KNOWS.

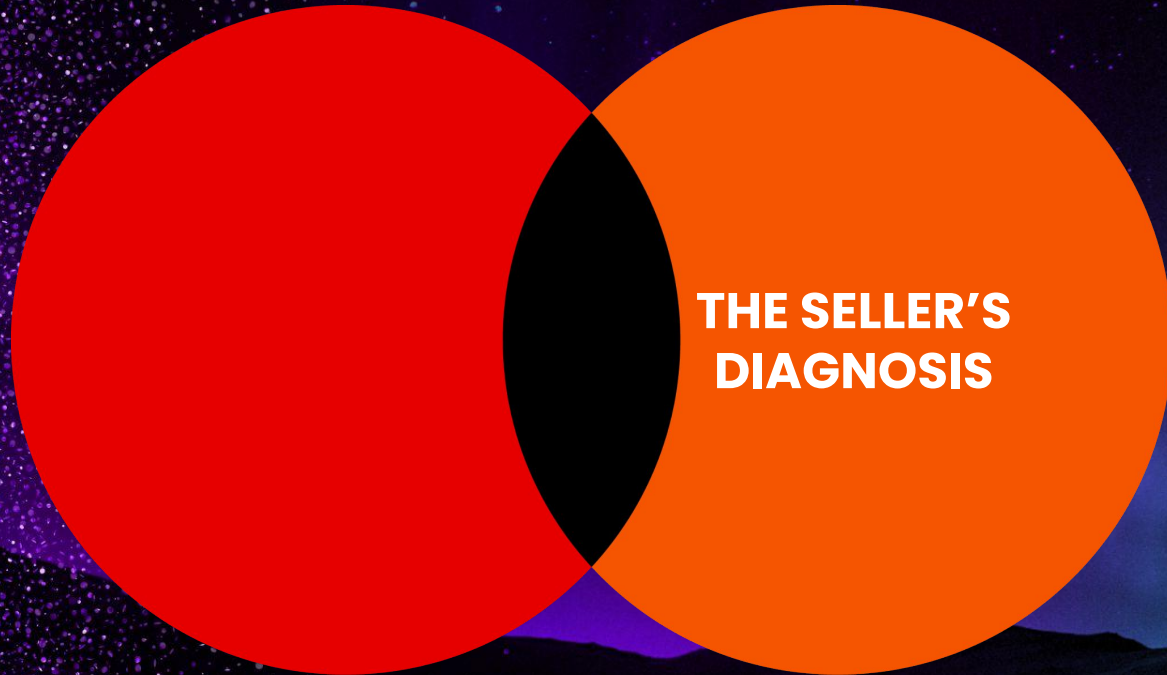


WHAT THE SELLER.... BELIEVES .



**WHAT
THE SELLER
BELIEVES**

WHAT THE SELLER.... HAS **DIAGNOSED** .



THE TWO DIAGNOSES, AT PLAY....

THE **DIFFERENCE** BETWEEN THE 2.



WHAT A BUYER DOESN'T KNOW....

A MISDIAGNOSIS .

MISDIAGNOSIS



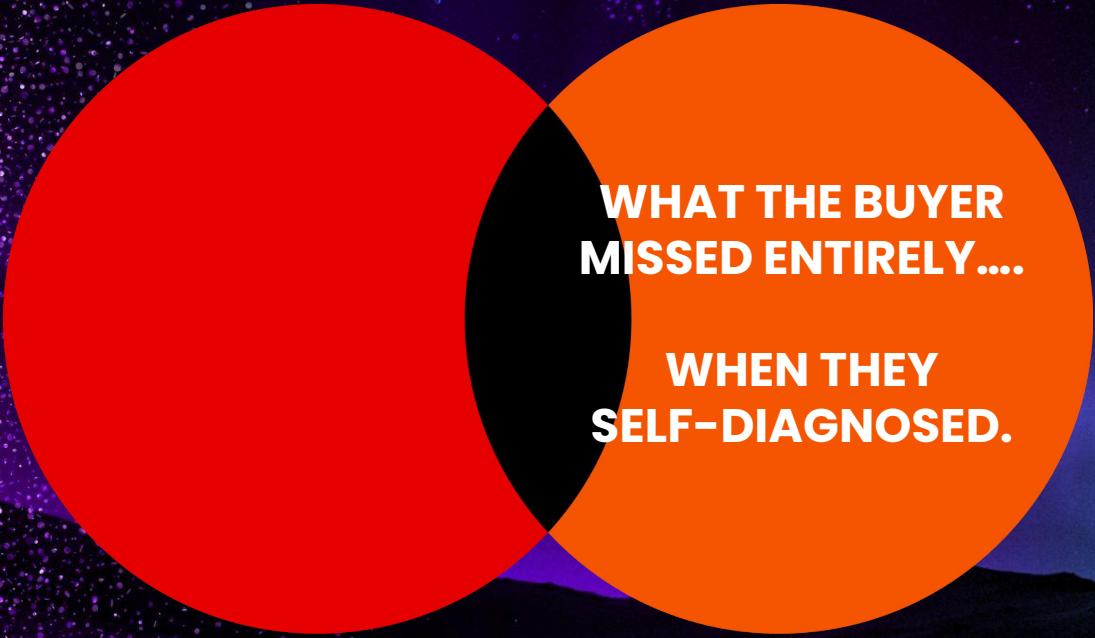
**WHAT THE BUYER HAS
SELF-DIAGNOSED....
INCORRECTLY.**



WHAT A BUYER DOESN'T KNOW....

A MISSED DIAGNOSIS .

MISSED DIAGNOSIS



**WHAT THE BUYER
MISSED ENTIRELY....**

**WHEN THEY
SELF-DIAGNOSED.**



VALUE TYPE #1

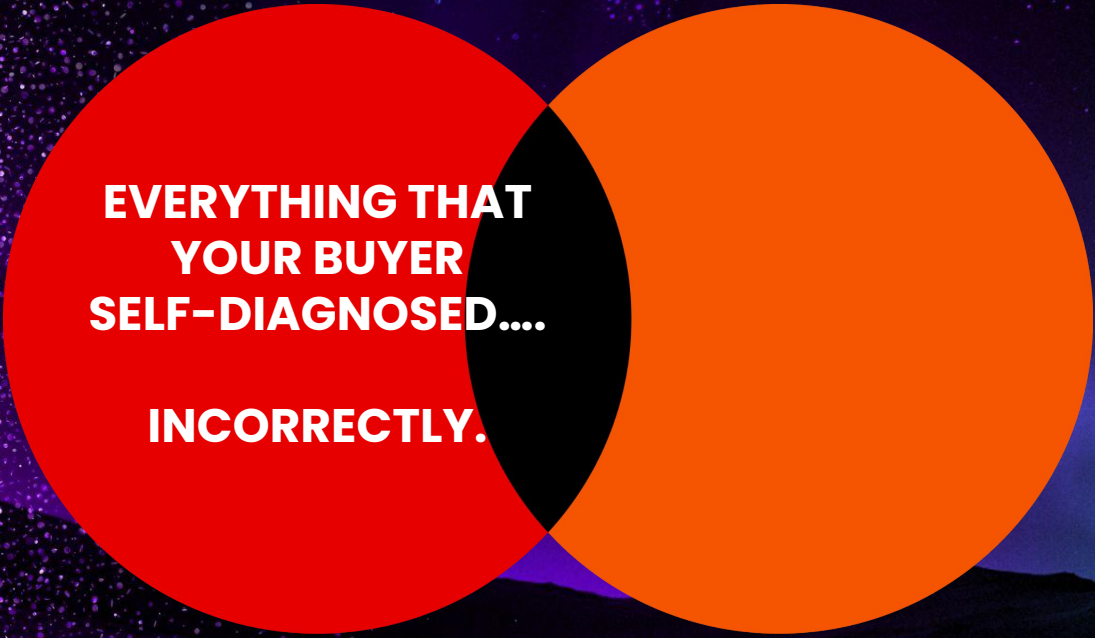
FINDING A MISDIAGNOSIS.



WHAT IS **VALUE**

TYPE #1: **MISDIAGNOSIS** .

MISDIAGNOSIS



**EVERYTHING THAT
YOUR BUYER
SELF-DIAGNOSED....
INCORRECTLY.**

VALUE TYPE #2

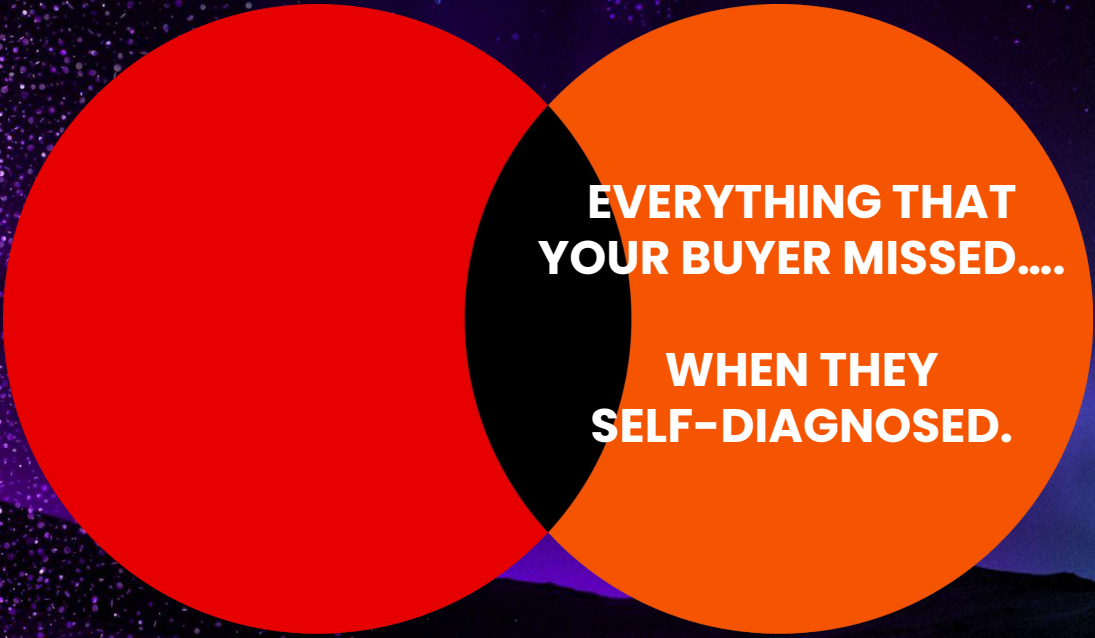
FINDING A MISSED DIAGNOSIS.



WHAT IS **VALUE**

TYPE #2: **MISSED DIAGNOSIS** .

MISSED DIAGNOSIS



**EVERYTHING THAT
YOUR BUYER MISSED....**

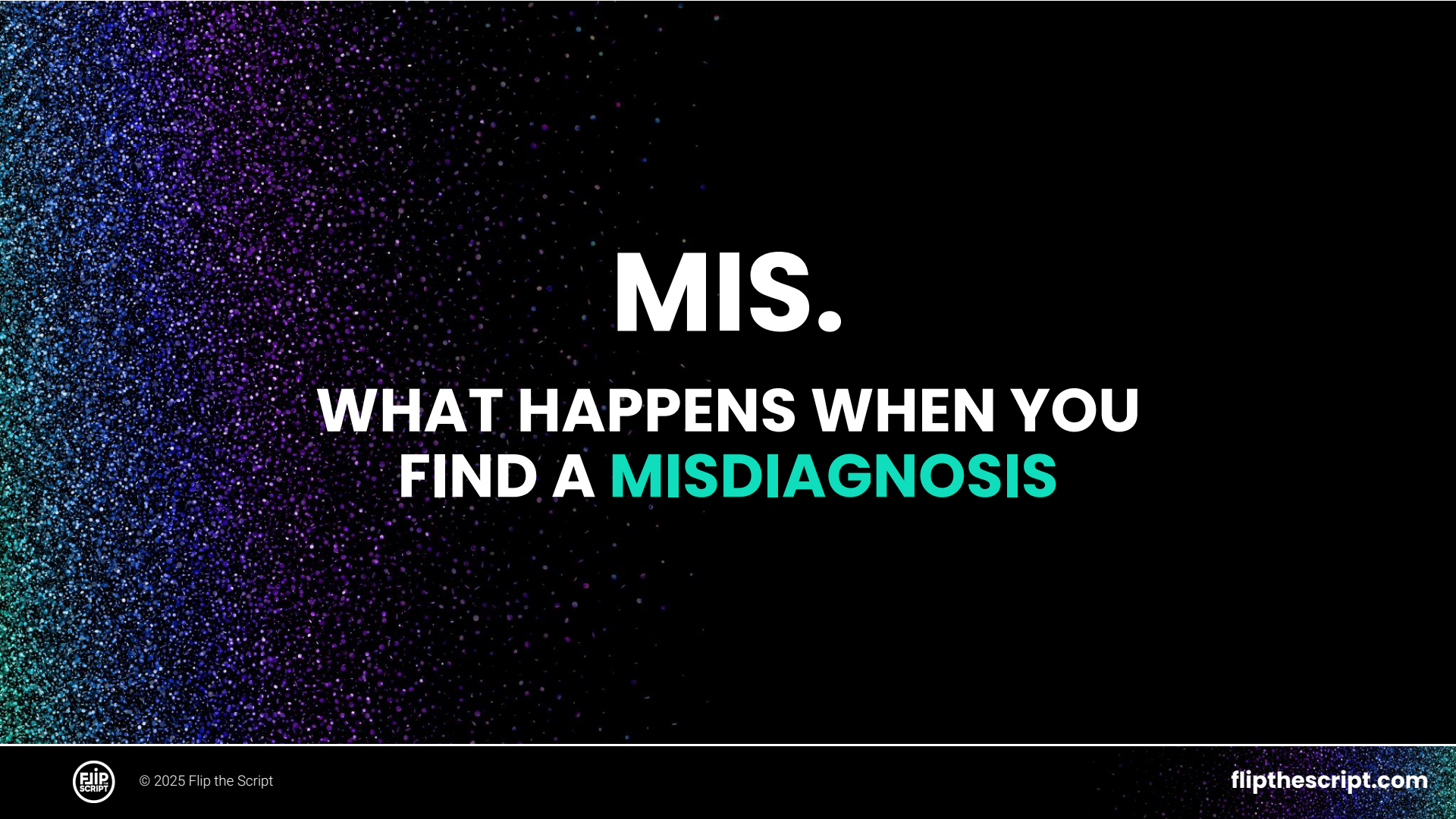
**WHEN THEY
SELF-DIAGNOSED.**



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**SO, WHAT HAPPENS WHEN
YOU FIND EITHER ONE?
*A MISDIAGNOSIS OR A 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 DO FIND A MISDIAGNOSIS .**

**YOU PROVE YOUR LEVEL OF SKILL:
& YOUR ABILITY TO HELP THE BUYER.**



**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 DO 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 .**

**YOU PREVENT THE BUYER:
FROM MAKING A MISTAKE.
(IF THEY EXECUTED ON WHAT THEY MISDIAGNOSED)**



MISSED.

WHAT HAPPENS WHEN YOU
FIND A MISSED DIAGNOSIS



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

**YOU BUILD CREDIBILITY:
WITH THE BUYER.**



**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 .**

**YOU INCREASE THE LIKELIHOOD:
THAT THE BUYER, WILL SOLVE THE PROBLEM.**



**SO, WHAT HAPPENS....
WHEN YOU DO 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 .**

**YOU GROW THE SIZE:
OF THE PROBLEM.**



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

**YOU GROW THE AMOUNT OF BUDGET:
THAT THE BUYER IS WILLING TO SPEND.**



**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.**



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THE 8 DIFFERENT TYPES: *OF MISDIAGNOSIS.*



THE 8 TYPES OF MISDIAGNOSIS

TYPE #1: FALSE POSITIVES .

TYPE #1

FALSE POSITIVES



THE 8 TYPES OF MISDIAGNOSIS

TYPE #2: FALSE NEGATIVES .

TYPE #2

FALSE NEGATIVES



THE 8 TYPES OF MISDIAGNOSIS

TYPE #3: OVER DIAGNOSIS .

TYPE #3

OVER DIAGNOSIS



THE 8 TYPES OF MISDIAGNOSIS

TYPE #4: UNDER DIAGNOSIS .

TYPE #4

UNDER DIAGNOSIS



THE 8 TYPES OF MISDIAGNOSIS

TYPE #5: UNDER RANKING .

TYPE #5

UNDER RANKING



THE 8 TYPES OF MISDIAGNOSIS

TYPE #6: OVER RANKING .

TYPE #6

OVER RANKING



THE 8 TYPES OF MISDIAGNOSIS

TYPE #7: OVER RANKING .

TYPE #7

OVER BOILED



THE 8 TYPES OF MISDIAGNOSIS

TYPE #8: UNDER BOILED .

TYPE #8

UNDER BOILED



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THE 3 DIFFERENT TYPES: *OF MISSED DIAGNOSIS.*



THE 3 TYPES OF MISSED DIAGNOSIS

TYPE #9: MISSED DIAGNOSIS .

TYPE #9

MISSED DIAGNOSIS



THE 3 TYPES OF MISSED DIAGNOSIS

TYPE #10: MISSED BOILING POINT .

TYPE #10

MISSED BOILING POINT



THE 3 TYPES OF MISSED DIAGNOSIS

TYPE #11: MISSED BOILING POINT .

TYPE #11

MISSED STACK RANKING



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THE 3 STEPS:
*OF **DIAGNOSTIC SELLING.***



THE 3 STEPS OF DIAGNOSTIC SELLING.....

STEP #1: UNCOVERING THEIR SELF-DIAGNOSIS .

STEP #1

UNCOVERING THE BUYER'S SELF-DIAGNOSIS

(THE KNOWN & REASONS BEHIND THE KNOWN.)



THE 3 STEPS OF DIAGNOSTIC SELLING.....

STEP #2: DEVELOPING YOUR DIAGNOSIS .

STEP #2

DEVELOPING YOUR DIAGNOSIS

(FINDING WHAT THE BUYER MISDIAGNOSED.)



THE 3 STEPS OF DIAGNOSTIC SELLING.....

STEP #3: DIAGNOSING THE UNKNOWNNS .

STEP #3

DIAGNOSING THE UNKNOWNNS

(FINDING THE BUYER'S MISSED DIAGNOSIS.)



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STEP #1:
UNCOVER *THE BUYER'S SELF-DIAGNOSIS.*



WHAT THEY BELIEVE

THE BUYER'S SELF-DIAGNOSIS



WHAT DOES THE BUYER BELIEVE....
WHAT THEY COULD **SELF-DIAGNOSE** .



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

SO... WHAT'S A PROBLEM? *(THE OVERLYING STRUCTURE)*

THE MASTER PROBLEM

CURRENT PROBLEMS

BUSINESS
PROBLEM

TACTICAL
PROBLEM

ROOT CAUSE

CURRENT PAIN
(SYMPTOMS)

CURRENT IMPACTS

CURRENT
PERSONA
IMPACT

CURRENT
HORIZONTAL
IMPACT

CURRENT
VERTICAL
IMPACT

CURRENT: EXTENDED PAIN

FUTURE IMPACTS

FUTURE
PERSONA
IMPACT

FUTURE
HORIZONTAL
IMPACT

FUTURE
VERTICAL
IMPACT

FUTURE: EXTENDED PAIN



THE METRICS OF THE SELF-DIAGNOSES .



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

WHAT METRICS DO YOU USE, TO MEASURE THEM?

THE MASTER PROBLEM

CURRENT PROBLEMS			CURRENT IMPACTS			FUTURE IMPACTS		
BUSINESS PROBLEM	TACTICAL PROBLEM	ROOT CAUSE	CURRENT PERSONA IMPACT	CURRENT HORIZONTAL IMPACT	CURRENT VERTICAL IMPACT	FUTURE PERSONA IMPACT	FUTURE HORIZONTAL IMPACT	FUTURE VERTICAL IMPACT
IS MEASURED BY THE...								
PERSONA'S LAGGING INDICATOR(S)	PERSONA'S LEANING INDICATORS	PERSONA'S LEADING INDICATORS	PERSONA'S EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL TEAM'S LAGGING INDICATOR(S)	VERTICAL LEADER'S LAGGING INDICATOR(S)	PERSONA'S PREDICTED EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL PREDICTED LAGGING INDICATOR	VERTICAL PREDICTED LAGGING INDICATOR
			PERSONA'S PERSONAL INDICATORS	HORIZONTAL LEADING INDICATORS	VERTICAL LEADING INDICATORS	PERSONA'S PREDICTED PERSONAL INDICATORS	HORIZONTAL PREDICTED LEADING INDICATORS	VERTICAL PREDICTED LEADING INDICATORS



WHY THEY BELIEVE IT

THE FACTS THAT SUPPORT
THE BUYER'S **SELF-DIAGNOSIS**



WHY DOES THE BUYER BELIEVE IT....

WHAT FACTS SUPPORT THE SELF-DIAGNOSE .



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

SO... WHAT'S A PROBLEM? *(THE OVERLYING STRUCTURE)*

THE MASTER PROBLEM

CURRENT PROBLEMS

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CURRENT
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IMPACT

CURRENT
HORIZONTAL
IMPACT

CURRENT
VERTICAL
IMPACT

CURRENT: EXTENDED PAIN

FUTURE IMPACTS

FUTURE
PERSONA
IMPACT

FUTURE
HORIZONTAL
IMPACT

FUTURE
VERTICAL
IMPACT

FUTURE: EXTENDED PAIN



WHAT METRICS SUPPORT THE SELF-DIAGNOSES .



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

WHAT METRICS DO YOU USE, TO MEASURE THEM?

THE MASTER PROBLEM

CURRENT PROBLEMS			CURRENT IMPACTS			FUTURE IMPACTS		
BUSINESS PROBLEM	TACTICAL PROBLEM	ROOT CAUSE	CURRENT PERSONA IMPACT	CURRENT HORIZONTAL IMPACT	CURRENT VERTICAL IMPACT	FUTURE PERSONA IMPACT	FUTURE HORIZONTAL IMPACT	FUTURE VERTICAL IMPACT
IS MEASURED BY THE...								
PERSONA'S LAGGING INDICATOR(S)	PERSONA'S LEADING INDICATORS	PERSONA'S LEADING INDICATORS	PERSONA'S EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL TEAM'S LAGGING INDICATOR(S)	VERTICAL LEADER'S LAGGING INDICATOR(S)	PERSONA'S PREDICTED EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL PREDICTED LAGGING INDICATOR	VERTICAL PREDICTED LAGGING INDICATOR
			PERSONA'S PERSONAL INDICATORS	HORIZONTAL LEADING INDICATORS	VERTICAL LEADING INDICATORS	PERSONA'S PREDICTED PERSONAL INDICATORS	HORIZONTAL PREDICTED LEADING INDICATORS	VERTICAL PREDICTED LEADING INDICATORS



A FEW SIDENOTES

AROUND **STEP #1**



A FEW SIDENOTES....

HOW THE BUYER, TYPICALLY LEADS THE **SELF-DIAGNOSE** .



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

SO... WHAT'S A PROBLEM? *(THE OVERLYING STRUCTURE)*

THE MASTER PROBLEM

CURRENT PROBLEMS

BUSINESS
PROBLEM

TACTICAL
PROBLEM

ROOT CAUSE

CURRENT PAIN
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CURRENT IMPACTS

CURRENT
PERSONA
IMPACT

CURRENT
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IMPACT

CURRENT
VERTICAL
IMPACT

CURRENT: EXTENDED PAIN

FUTURE IMPACTS

FUTURE
PERSONA
IMPACT

FUTURE
HORIZONTAL
IMPACT

FUTURE
VERTICAL
IMPACT

FUTURE: EXTENDED PAIN



A FEW SIDENOTES....

HOW THE BUYER, TYPICALLY LEADS THE SELF-DIAGNOSE .

IF THEY LEAD WITH THE SOLUTION....

**PIVOT TO THE “WHY” –
WHICH THEY TYPICALLY GO TO ROOT CAUSE,
OR THE TACTICAL PROBLEM.**



A FEW SIDENOTES....

HOW THE BUYER, TYPICALLY LEADS THE SELF-DIAGNOSE .

IF THEY LEAD WITH ROOT CAUSE....

**PIVOT TO THE “WHY” –
WHICH THEY TYPICALLY PIVOT TO THE SUPPORTING METRIC,
OR ANECDOTAL EVIDENCE, THAT SUPPORTS IT.**



A FEW SIDENOTES....

HOW THE BUYER, TYPICALLY LEADS THE SELF-DIAGNOSE .

IF THEY LEAD WITH TACTICAL PROBLEM....

**PIVOT TO THE “WHY” –
WHICH THEY TYPICALLY PIVOT TO THE SUPPORTING METRIC,
OR TO THE ROOT CAUSE.**



A FEW SIDENOTES....

THE BUYER NEVER LEADS WITH A BUSINESS PROBLEM .

THEY WILL RARELY, IF EVER...

**LEAD WITH THE BUSINESS PROBLEM—
OR HOW THEY'RE FALLING BEHIND,
THEIR MAIN LAGGING INDICATOR METRIC.**



A FEW SIDENOTES....
WHEN THEY USE A SUBJECTIVE TERM .

IF THEY USE A SUBJECTIVE TERM...

**REGARDLESS OF THE TYPE OF PROBLEM—
ASK THEM TO DEFINE OR QUANTIFY IT.**



10

STEP #2:
DEVELOP YOUR DIAGNOSIS.



WHAT YOU BELIEVE

THE SELLER'S **DIAGNOSIS**



WHAT DO YOU BELIEVE....
WHAT YOU MUST **DIAGNOSE** .



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

SO... WHAT'S A PROBLEM? *(THE OVERLYING STRUCTURE)*

THE MASTER PROBLEM

CURRENT PROBLEMS

BUSINESS
PROBLEM

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IMPACT

CURRENT
VERTICAL
IMPACT

CURRENT: EXTENDED PAIN

FUTURE IMPACTS

FUTURE
PERSONA
IMPACT

FUTURE
HORIZONTAL
IMPACT

FUTURE
VERTICAL
IMPACT

FUTURE: EXTENDED PAIN



THE METRICS YOU CAN USE FOR YOUR **DIAGNOSIS** .



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

WHAT METRICS DO YOU USE, TO MEASURE THEM?

THE MASTER PROBLEM

CURRENT PROBLEMS			CURRENT IMPACTS			FUTURE IMPACTS		
BUSINESS PROBLEM	TACTICAL PROBLEM	ROOT CAUSE	CURRENT PERSONA IMPACT	CURRENT HORIZONTAL IMPACT	CURRENT VERTICAL IMPACT	FUTURE PERSONA IMPACT	FUTURE HORIZONTAL IMPACT	FUTURE VERTICAL IMPACT
IS MEASURED BY THE...								
PERSONA'S LAGGING INDICATOR(S)	PERSONA'S LEADING INDICATORS	PERSONA'S LEADING INDICATORS	PERSONA'S EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL TEAM'S LAGGING INDICATOR(S)	VERTICAL LEADER'S LAGGING INDICATOR(S)	PERSONA'S PREDICTED EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL PREDICTED LAGGING INDICATOR	VERTICAL PREDICTED LAGGING INDICATOR
			PERSONA'S PERSONAL INDICATORS	HORIZONTAL LEADING INDICATORS	VERTICAL LEADING INDICATORS	PERSONA'S PREDICTED PERSONAL INDICATORS	HORIZONTAL PREDICTED LEADING INDICATORS	VERTICAL PREDICTED LEADING INDICATORS

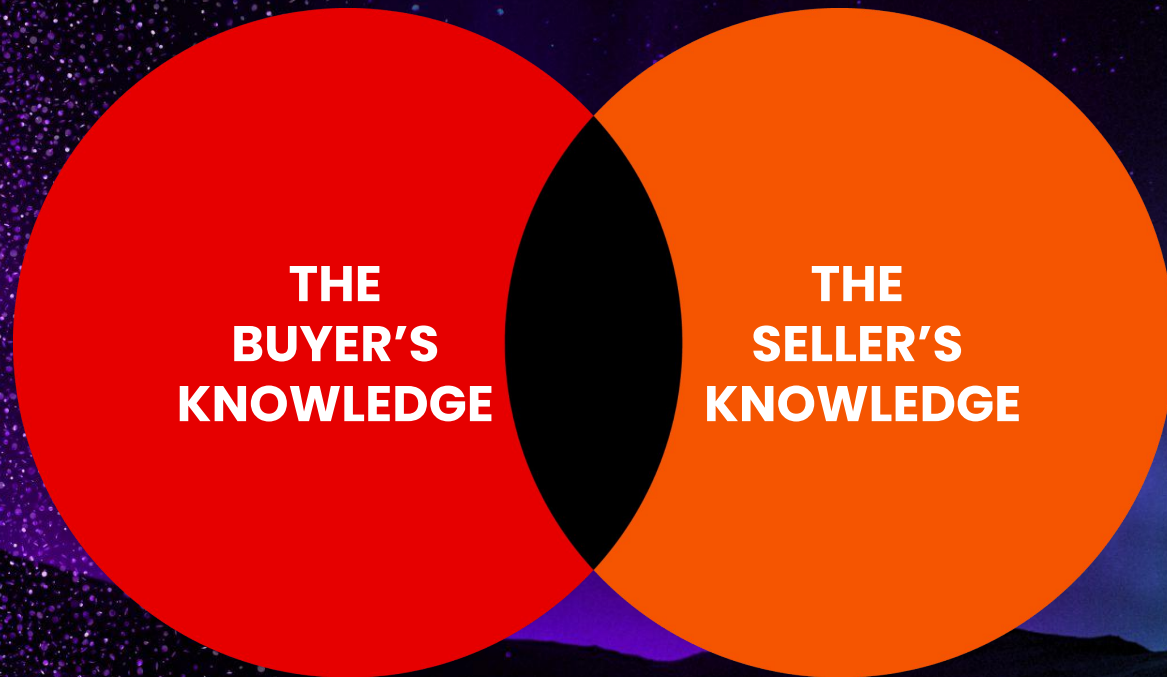


THE DIFFERENCE

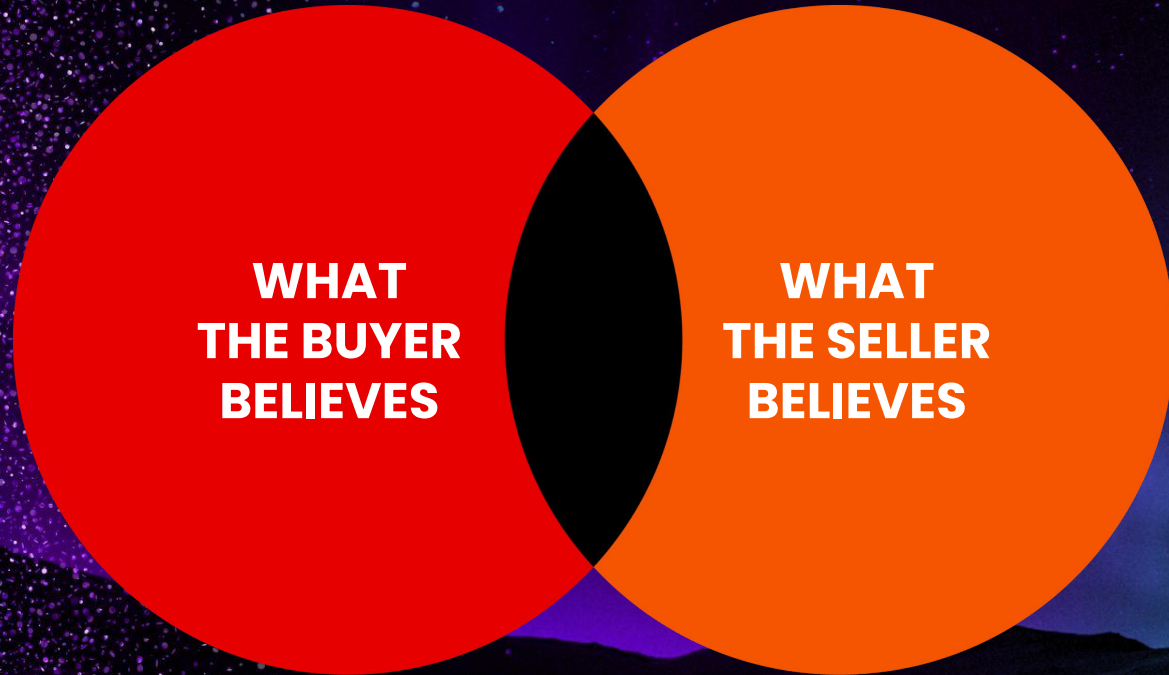
**BETWEEN WHAT YOU BELIEVE
& WHAT THE BUYER BELIEVES**



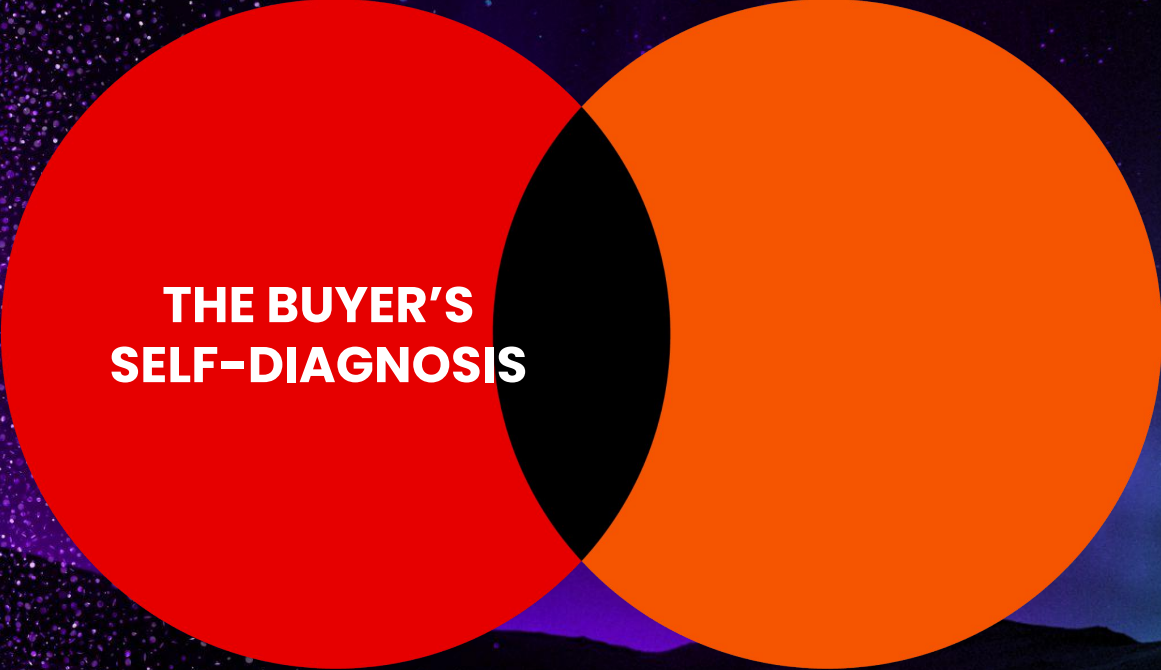
WHAT THE BUYER.... KNOWS.



WHAT THE BUYER.... BELIEVES.



WHAT THE BUYER.... HAS DIAGNOSED.



**THE BUYER'S
SELF-DIAGNOSIS**



THE TWO DIAGNOSES, AT PLAY....

THE DIFFERENCE BETWEEN THESE 2.



BUT FOR THIS STEP...
THE RESULT IS UNCOVERING ALL OF THE MISDIAGNOSIS.



WHAT A BUYER DOESN'T KNOW....

A MISDIAGNOSIS .

MISDIAGNOSIS



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



A FEW SIDENOTES

AROUND **STEP #2**



A FEW SIDENOTES....

ANY TIME THEY USE A SUBJECTIVE TERM .

IF THEY USE A SUBJECTIVE TERM...

**REGARDLESS OF THE TYPE OF PROBLEM—
ASK THEM TO DEFINE OR QUANTIFY IT.**



BECAUSE...



A FEW SIDENOTES....

USE THE DATA OF THEIR SELF-DIAGNOSIS .

WHEN THEY GIVE YOU DATA POINTS...

**FOR A SELF-DIAGNOSIS—
YOU WILL USE SOME OF THAT DATA, FOR YOUR OWN DIAGNOSIS.**



A FEW SIDENOTES....

WHAT THEY DIDN'T SELF-DIAGNOSIS .

WHAT THEY DIDN'T SELF-DIAGNOSE...

**YOU WILL HAVE TO “ASK” –
THE BUYER FOR THE MISSING DATA POINTS,
TO COMPLETE & FILL IN THE PIECES OF YOUR DIAGNOSIS.**



11

STEP #3:
DIAGNOSE THE UNKNOWN.



UNKNOWN #1

ATTACHED TO THEIR MASTER PROBLEM



FINDING THE UNKNOWNs (AKA MISSED DIAGNOSES) ATTACHED TO THE MASTER PROBLEM : THEY CAME IN TO SOLVE.



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

SO... WHAT'S A PROBLEM? *(THE OVERLYING STRUCTURE)*

THE MASTER PROBLEM

CURRENT PROBLEMS

BUSINESS
PROBLEM

TACTICAL
PROBLEM

ROOT CAUSE

CURRENT PAIN
(SYMPTOMS)

CURRENT IMPACTS

CURRENT
PERSONA
IMPACT

CURRENT
HORIZONTAL
IMPACT

CURRENT
VERTICAL
IMPACT

CURRENT: EXTENDED PAIN

FUTURE IMPACTS

FUTURE
PERSONA
IMPACT

FUTURE
HORIZONTAL
IMPACT

FUTURE
VERTICAL
IMPACT

FUTURE: EXTENDED PAIN



THE METRICS TO USE: TO FIND MISSED DIAGNOSES FOR THEIR MP.



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

WHAT METRICS DO YOU USE, TO MEASURE THEM?

THE MASTER PROBLEM

CURRENT PROBLEMS			CURRENT IMPACTS			FUTURE IMPACTS		
BUSINESS PROBLEM	TACTICAL PROBLEM	ROOT CAUSE	CURRENT PERSONA IMPACT	CURRENT HORIZONTAL IMPACT	CURRENT VERTICAL IMPACT	FUTURE PERSONA IMPACT	FUTURE HORIZONTAL IMPACT	FUTURE VERTICAL IMPACT
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PERSONA'S LAGGING INDICATOR(S)	PERSONA'S LEADING INDICATORS	PERSONA'S LEADING INDICATORS	PERSONA'S EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL TEAM'S LAGGING INDICATOR(S)	VERTICAL LEADER'S LAGGING INDICATOR(S)	PERSONA'S PREDICTED EXTENDED PROFESSIONAL INDICATORS	HORIZONTAL PREDICTED LAGGING INDICATOR	VERTICAL PREDICTED LAGGING INDICATOR
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UNKNOWN #2

UNATTACHED TO THEIR MASTER PROBLEM



FINDING THE UNKNOWNNS (AKA MISSED DIAGNOSES) ATTACHED TO ANY MASTER PROBLEM : THAT EXISTS, OUTSIDE OF THEIR MP



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

SO... WHAT'S A PROBLEM? *(THE OVERLYING STRUCTURE)*

THE MASTER PROBLEM

CURRENT PROBLEMS

BUSINESS
PROBLEM

TACTICAL
PROBLEM

ROOT CAUSE

CURRENT PAIN
(SYMPTOMS)

CURRENT IMPACTS

CURRENT
PERSONA
IMPACT

CURRENT
HORIZONTAL
IMPACT

CURRENT
VERTICAL
IMPACT

CURRENT: EXTENDED PAIN

FUTURE IMPACTS

FUTURE
PERSONA
IMPACT

FUTURE
HORIZONTAL
IMPACT

FUTURE
VERTICAL
IMPACT

FUTURE: EXTENDED PAIN



THE METRICS TO USE: TO FIND MISSED DIAGNOSES FOR ANY MP.



HOW TO DEFINE, MEASURE, & DIAGNOSE A PROBLEM

BY FLIP THE SCRIPT

WHAT METRICS DO YOU USE, TO MEASURE THEM?

THE MASTER PROBLEM

CURRENT PROBLEMS			CURRENT IMPACTS			FUTURE IMPACTS		
BUSINESS PROBLEM	TACTICAL PROBLEM	ROOT CAUSE	CURRENT PERSONA IMPACT	CURRENT HORIZONTAL IMPACT	CURRENT VERTICAL IMPACT	FUTURE PERSONA IMPACT	FUTURE HORIZONTAL IMPACT	FUTURE VERTICAL IMPACT
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A FEW SIDENOTES

AROUND **STEP #3**



**A FEW SIDENOTES....
DON'T JUST FOCUS ON YOU.**

TRY TO FIND AT LEAST A FEW **UNKNOWNS...**

**THAT YOU DON'T SELL TO—
& THAT YOU AREN'T THE WAY TO SOLVE THEM.**



**A FEW SIDENOTES....
WHAT TO USE: FOR FOLLOW-UP.**

USE THE **UNKNOWNS THAT YOU FIND...**

**THAT YOU DON'T SELL TO—
FOR FOLLOW-UPS, ON PLACES THEY CAN GO TO LEARN MORE,
OR TO GET A HOLD OF SOMEONE, WHO DOES HELP WITH THOSE.**



A FEW SIDENOTES....
IF THE DON'T KNOW, THE UNKNOWN.

IT IS NOT AT ALL A BAD SIGN...

**IF THEY DON'T KNOW THE DATA POINTS—
OR THEY LOOK LIKE IT'S NOTHING TO WORRY ABOUT,
WHEN THEY GIVE YOU THE DATA THAT SHOWS AN UNKNOWN.**



12

**WHAT YOU MUST
HAVE, BY THE END.
*THE BUYER'S SELF-DIAGNOSIS,
& YOUR DIAGNOSIS.***

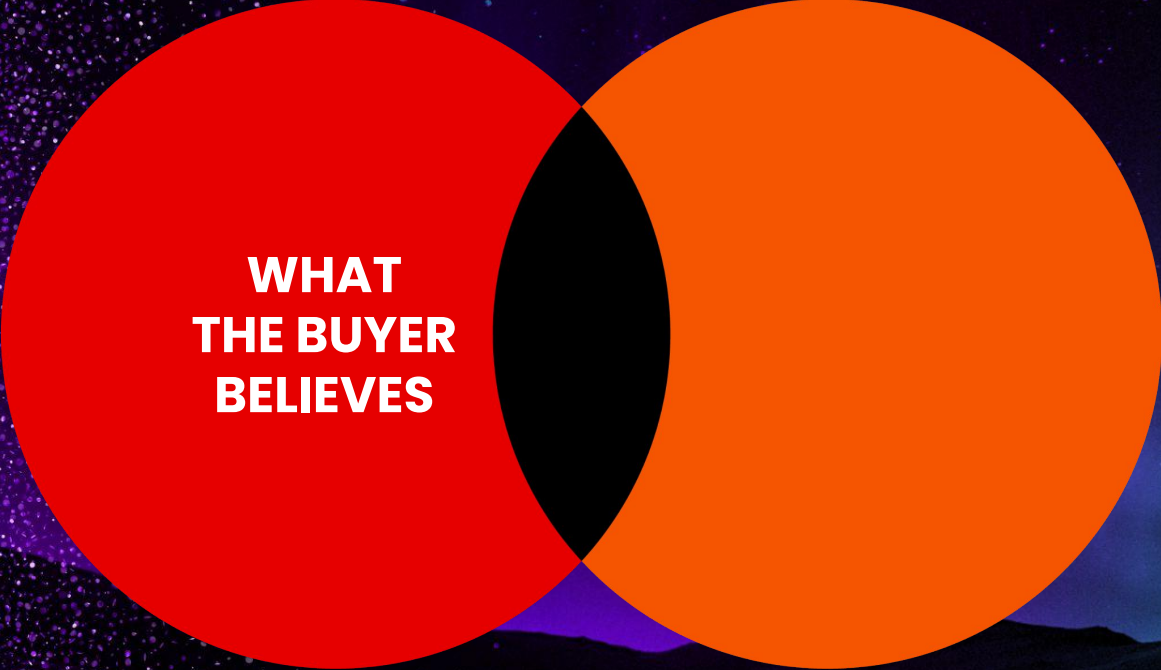


THE FIRST THING YOU MUST LEAVE THE CALL WITH



WHAT TO FIND IN DISCOVERY....

FIRST FIND : THE BUYER'S BELIEFS.



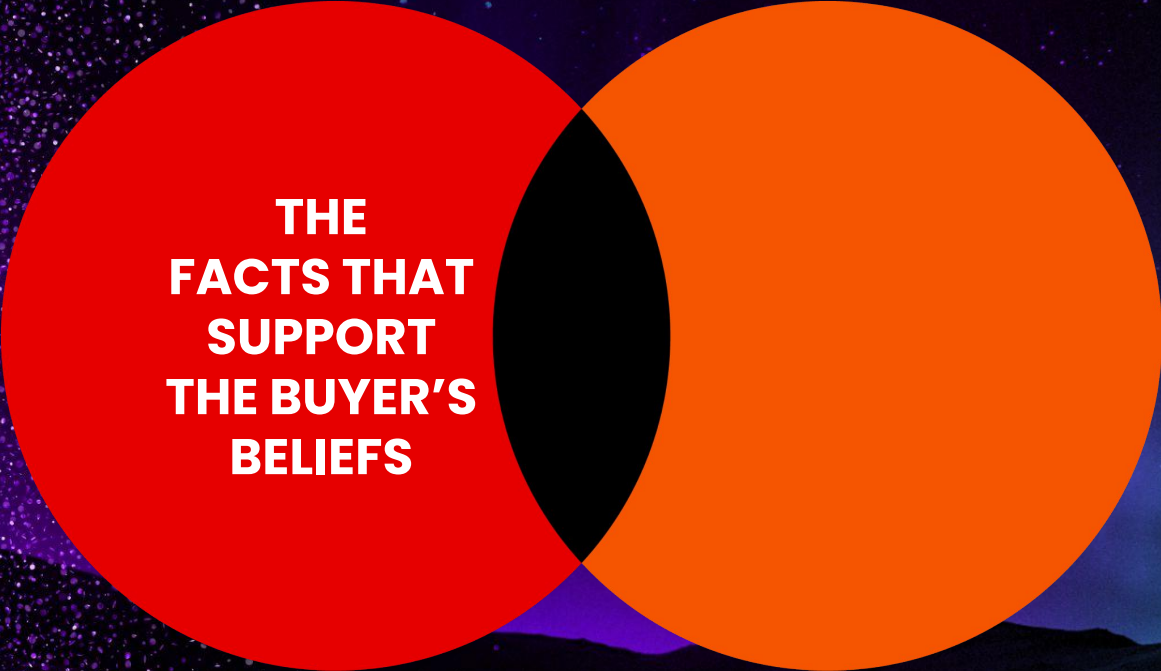
**WHAT
THE BUYER
BELIEVES**



WHAT TO FIND IN DISCOVERY....

SECOND FIND : THE FACTS THAT SUPPORT THE BUYER'S BELIEFS.

(AKA. WHY THE BUYER BELIEVES THAT.)



**THE
FACTS THAT
SUPPORT
THE BUYER'S
BELIEFS**



WHAT YOU **MUST OBTAIN** IN DISCOVERY....

PART 1: THE BUYER'S SELF-DIAGNOSIS.



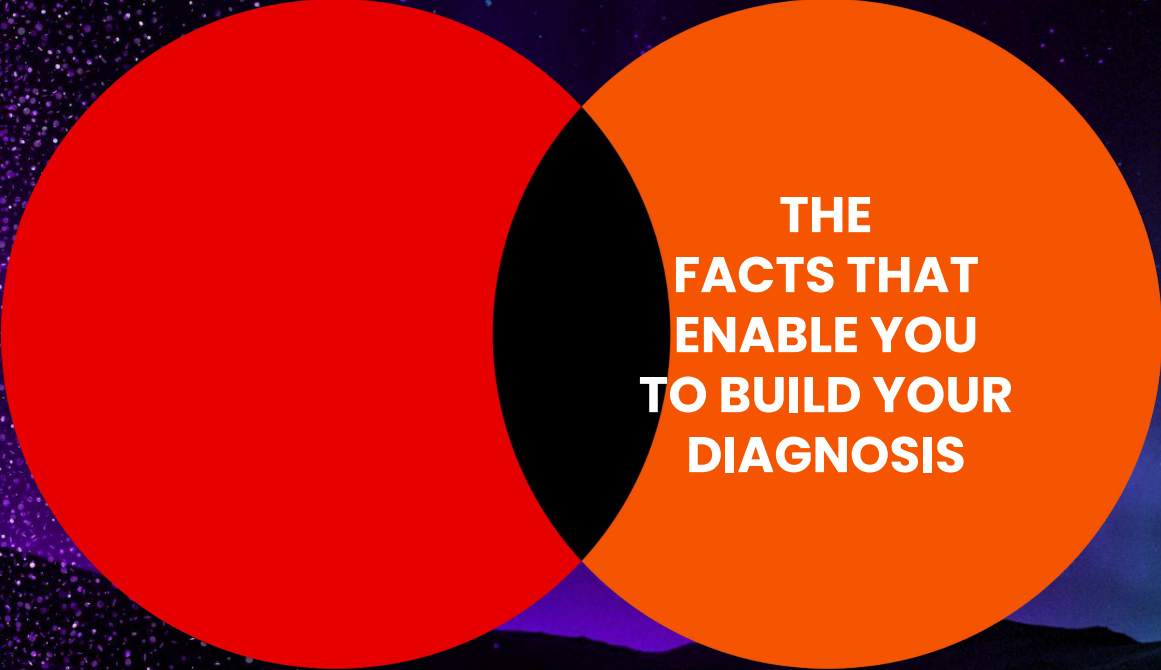
**THE BUYER'S
SELF-DIAGNOSIS**

THE SECOND THING YOU MUST LEAVE THE CALL WITH



WHAT TO FIND IN DISCOVERY....

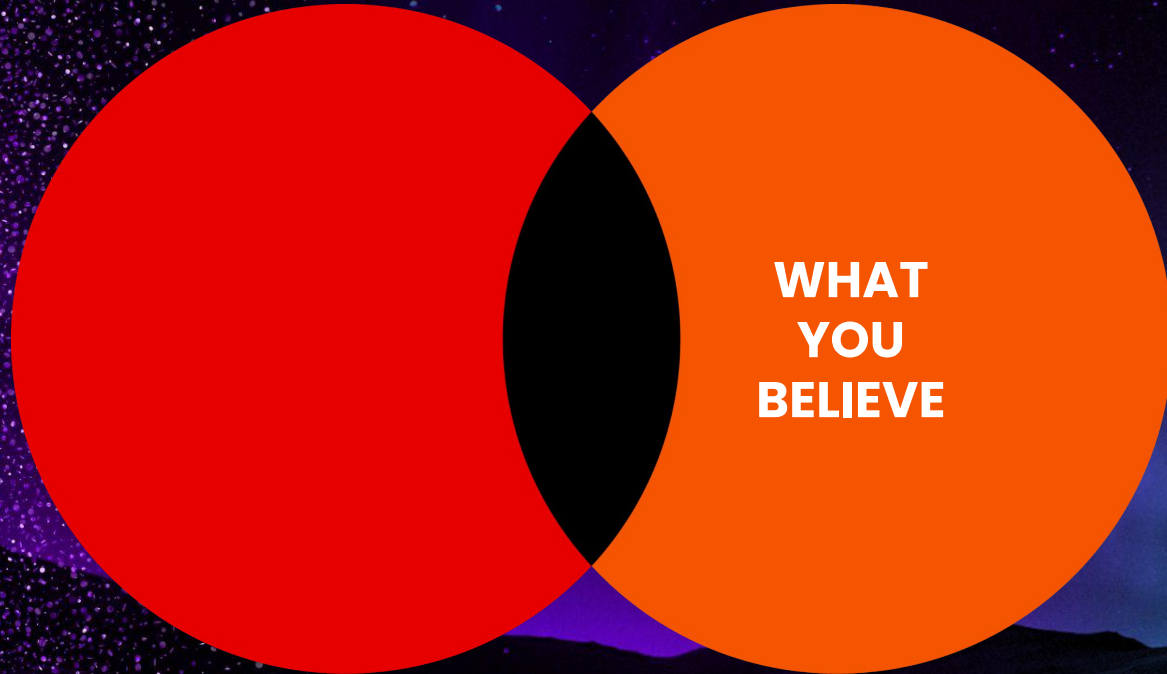
FIRST FIND : ALL THE FACTS NECESSARY, TO BUILD YOUR OWN DIAGNOSIS.



**THE
FACTS THAT
ENABLE YOU
TO BUILD YOUR
DIAGNOSIS**

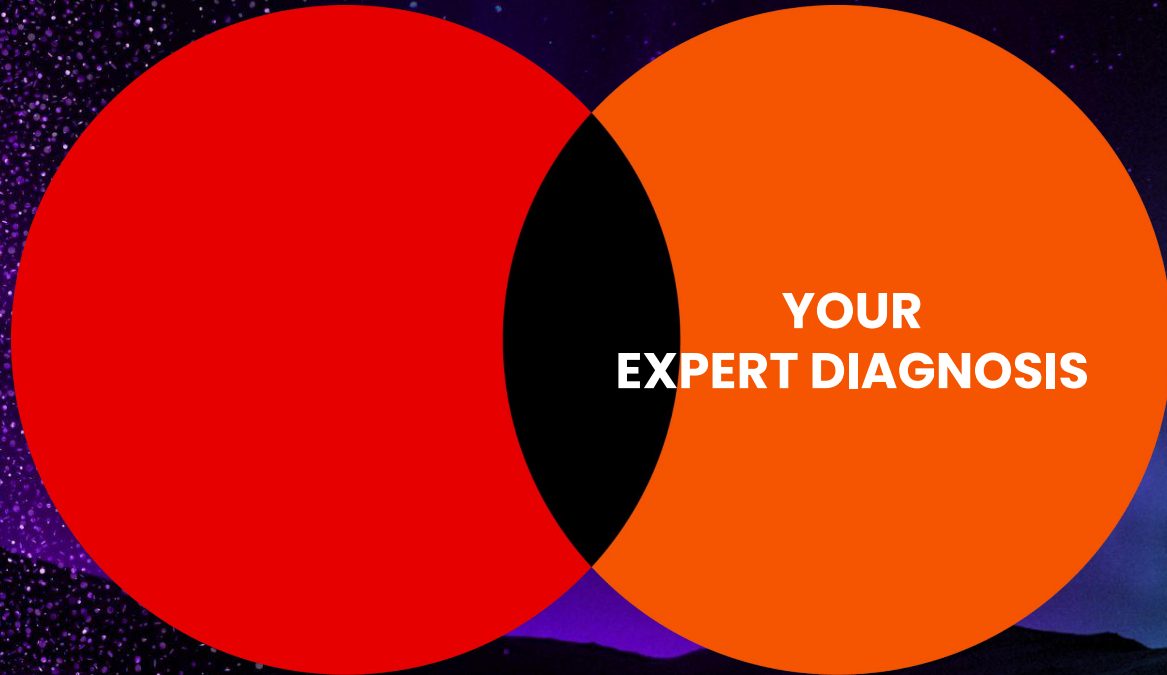
WHAT TO FIND IN DISCOVERY....

SECOND FIND : WHAT YOU BELIEVE, BASED ON THOSE FACTS.



WHAT YOU **MUST OBTAIN** IN DISCOVERY....

PART 2: YOUR EXPERT DIAGNOSIS.





IN SUMMARY...





THE END.

