

# RETAIN, RENEW and GROW

## RENEWAL PLANNER

<b>Customer:</b>
<b>Contact Name(s):</b>
<b>Agreement Needed:</b>

FOCUS AREA	CUSTOMER APPLICATION
<b>Power Hook:</b> <ul style="list-style-type: none"><li>• <i>Brief, compelling, repeatable</i></li><li>• <i>Focuses on results</i></li><li>• <i>Appeals to buyer's emotions</i></li></ul>	
<b>Customer Needs vs. Wants:</b> <ul style="list-style-type: none"><li>• <i>Business</i></li><li>• <i>Technical</i></li><li>• <i>Personal</i></li></ul>	
<b>Needs to be Explored:</b> <ul style="list-style-type: none"><li>• <i>Undiscovered</i></li><li>• <i>Unconsidered</i></li><li>• <i>Underappreciated</i></li></ul>	
<b>Striker Questions:</b> <ul style="list-style-type: none"><li>• <i>Validate (quantify/articulate)</i></li><li>• <i>Challenge (3rd party data)</i></li><li>• <i>Shock (future downsides)</i></li><li>• <i>Rank (prioritize)</i></li><li>• <i>Compare (X vs. Y)</i></li><li>• <i>Futurize (future upsides)</i></li></ul>	

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FOCUS AREA	CUSTOMER APPLICATION
<p><b>Nuggets of Value:</b></p> <ul style="list-style-type: none"> <li>• <i>Insights: marketplace, industry, competitors</i></li> <li>• <i>Identification of challenges to growth</i></li> <li>• <i>Ideas for creativity or innovation</i></li> <li>• <i>Potential problems or pitfalls</i></li> <li>• <i>New ideas for growth,</i></li> <li>• <i>Margin improvement</i></li> <li>• <i>Ways to cut costs</i></li> <li>• <i>Ideas for working with suppliers</i></li> </ul>	
<p><b>Breakthrough Techniques:</b></p> <p>Park &amp; Sort</p> <ul style="list-style-type: none"> <li>• <i>Acknowledge objection</i></li> <li>• <i>Demonstrate willingness to address objection in exchange for broader discussion</i></li> <li>• <i>Get permission to “park”</i></li> <li>• <i>Sort thru all aspects of the agreement</i></li> <li>• <i>Confirm all objections are on table, and if they can be resolved then there is an agreement</i></li> <li>• <i>Develop innovative solutions</i></li> <li>• <i>Circle back to original objection</i></li> </ul> <p>Get to “No”</p> <ul style="list-style-type: none"> <li>• <i>Test limits of a possible agreement</i></li> </ul>	
<p><b>Closing For Action:</b></p> <ul style="list-style-type: none"> <li>• <i>Who does what, by when?</i></li> </ul>	