

SPIID planning

Prepare detailed SPIID questions that you might need to use during the conversation to really understand what is going on for client. This is about their world, not what you want to sell them. Time to 'leave your brilliance in the briefcase!':

Situation (What background information must you have before probing for problems?)

Tell me about....

How many....?

.....

Problems (They have now or foresee in the future)

Which areas are currently causing you difficulty? / Which areas are causing you difficulty in the future?

Do you see a problem in...? / Is it an issue for you that...? / Does.....concern you?

Implications (What if nothing changes?)

..And what are the consequences? / What would that then mean? / What would be the impact on....?
How will that effect.....?

Ideal (Paint a picture)

“What would your ideal situation look like?” / “What would you ideally like to achieve?”

Do

What do you plan to do about it? / What action are you going to take to resolve this?