Needs Analysis Record

Prospect/Customer
Salesperson
Date

Important information obtained prior to needs analysis

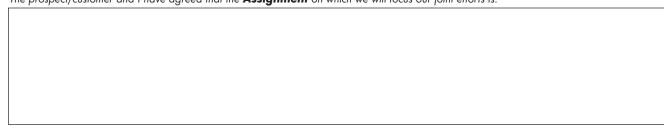
Phase 2 Needs It's a legitimate assignment when it	Richter Scale ratings (1-10)		
List all uncovered	rocks BOTH their "Richter Scale" and ours!		Ours
1			
2			
3			
4			
5			
6			

The need rocks the prospect's Richter Scale when it causes sleepless nights and they're more than willing to spend money to fix it.

The need rocks our Richter Scale when it's a need in search of a solution within our capabilities to deliver.

Phase 3 Assignment

The prospect/customer and I have agreed that the **Assignment** on which we will focus our joint efforts is:







Your Analysis might offer answers to questions such as: What makes this need important? What has prompted it to go to the top of your priority list? What sorts of efforts have you already made, or considered, to tackle this need? What makes it tough? What would success look like? What are some things you would need to see in the ideal solution? Why don't you have a solution already? And similar questions		

