| **Scenario** | **How did we get here?** | **What are our options?** | **How do we avoid this in the future?** |
| --- | --- | --- | --- |
| **Go Forward Price Reduction**  | * Did not attach to the biggest business issue
* Differentiators are not tied to new customer value
* Did not accurately anticipate Customer’s Anchors
 | * Ask what Required Capabilities are not important
* Evaluate list of Gives/Gets & acceptable ranges
* Present Multiple Options tied to value for both sides
 | * Understand Most Likely Alternatives & Impacts
* Regularly validate Required Capabilities & PBO’s
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