| **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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