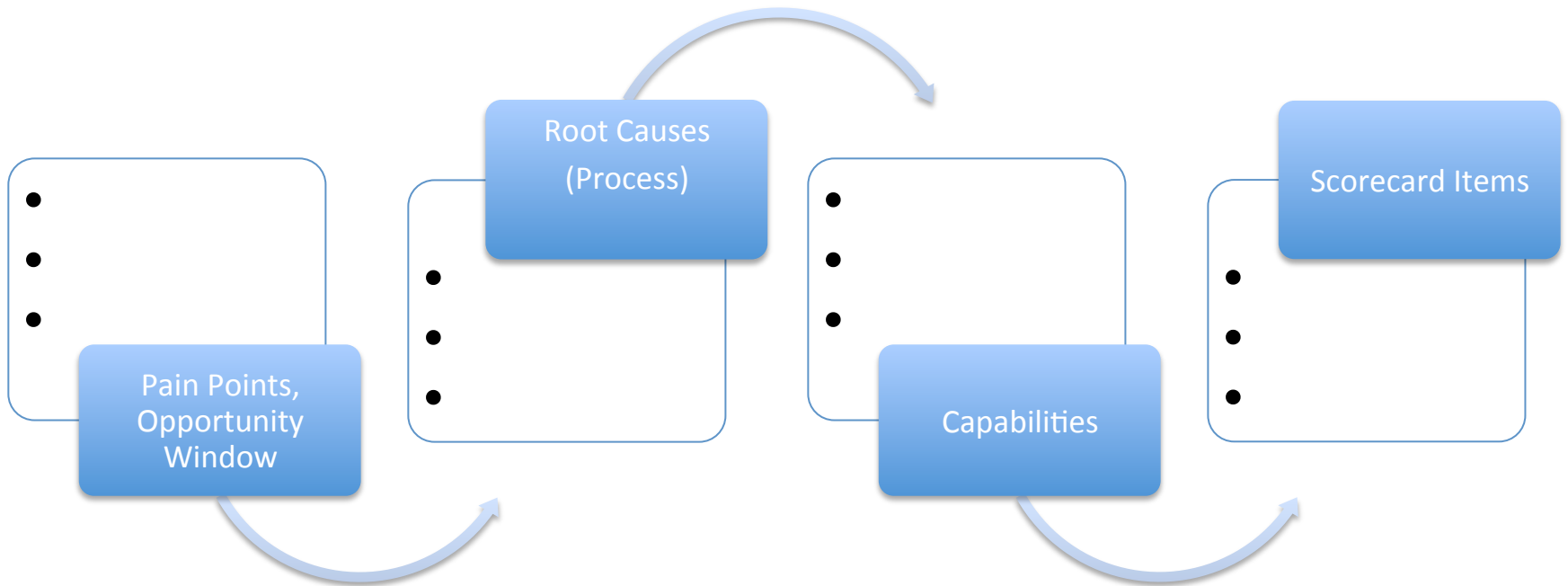


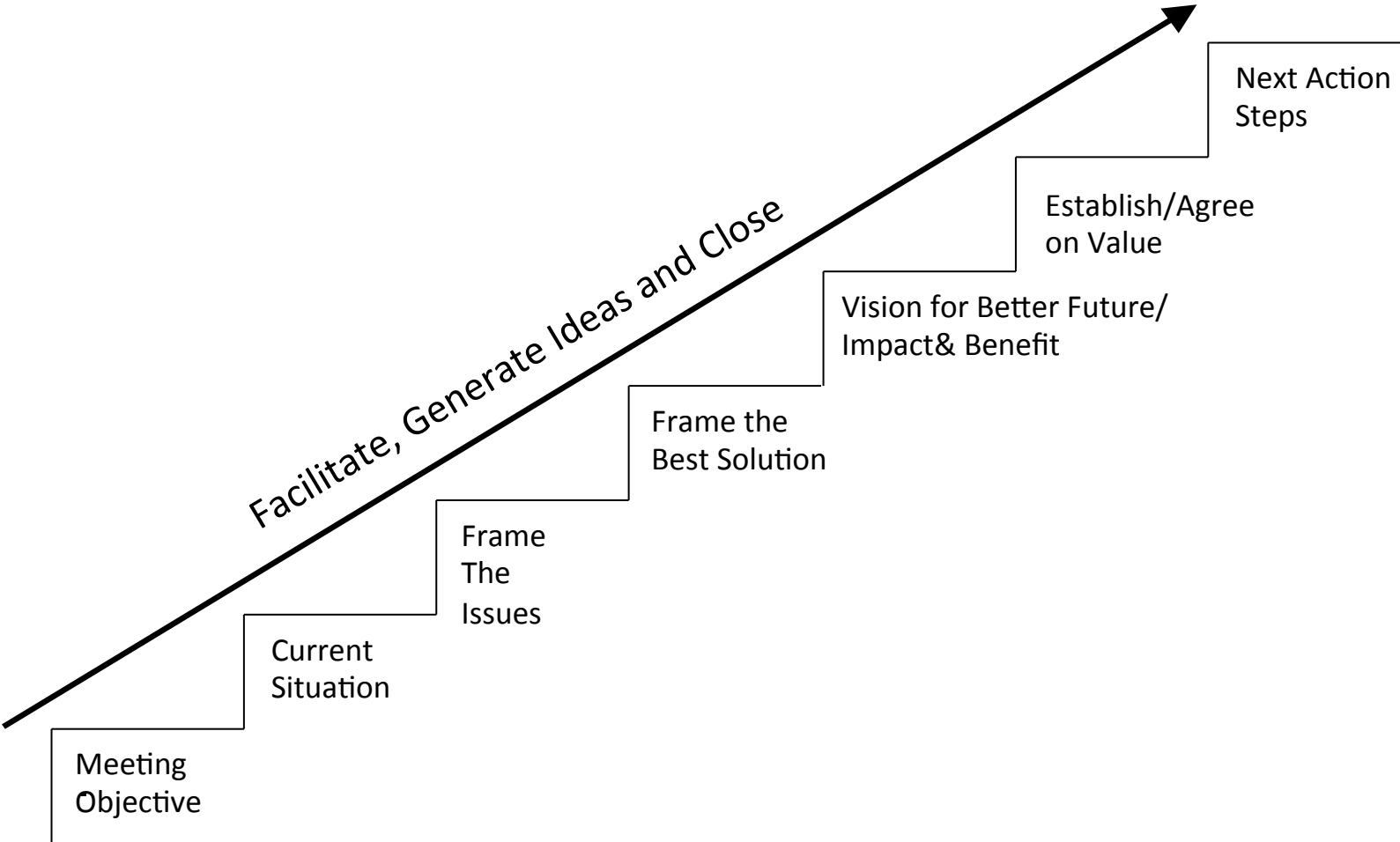
CLOSING TOOLKIT



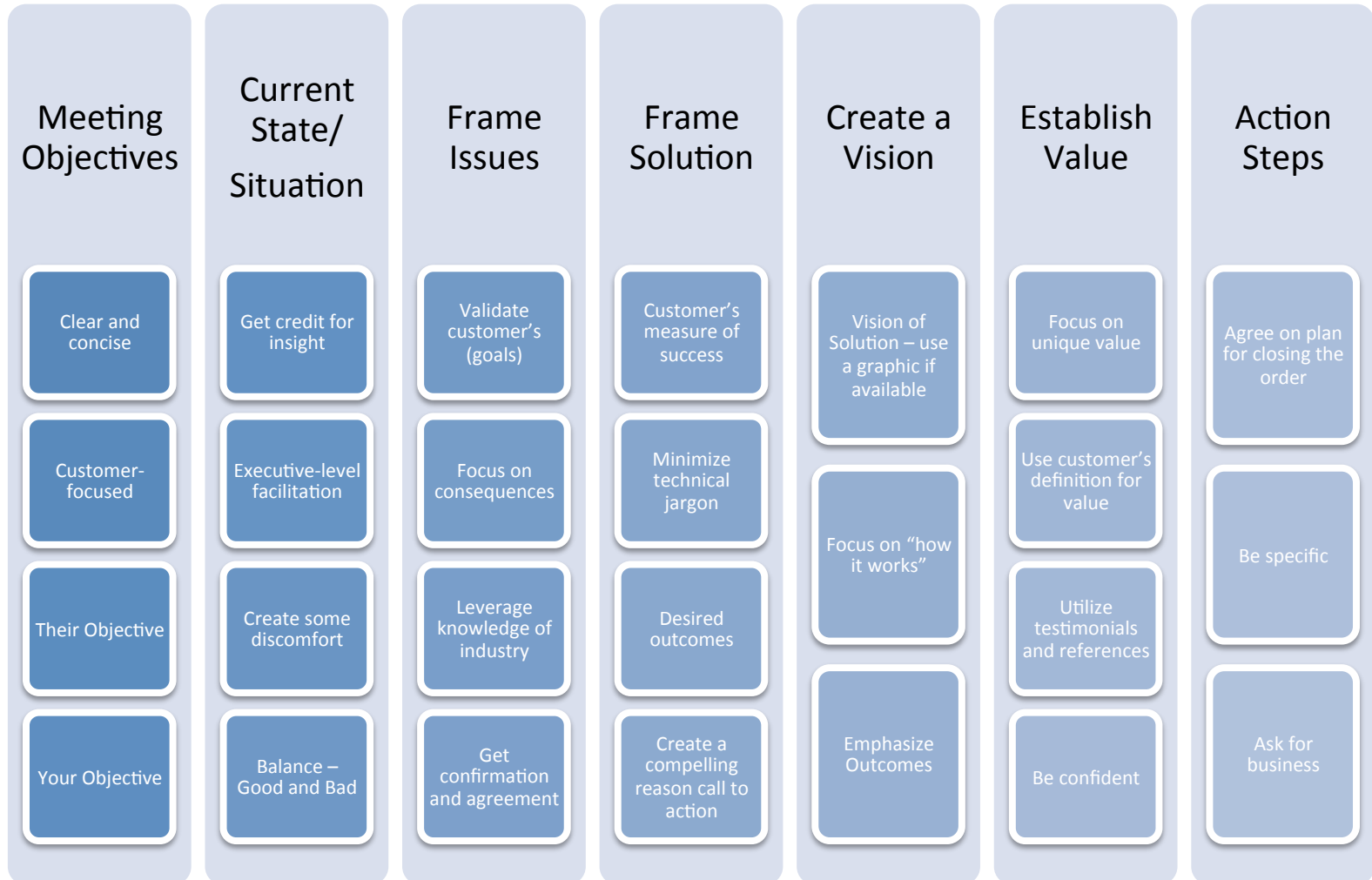
MOST VALUED OUTCOMES



CLOSING STEPS



CLOSING GUIDELINES



CLOSING CONVERSATION WORKSHEET

Why Act?

Strategically:

- Strategic Impact
- Technical Impact/Fit
- Operational Impact
-

Financially:

- Financial Impact
- Revenue/Profit Impact
-

Why Now?

- Strategic Cost of Delay
- Operational Cost of Delay
- Financial Cost of Delay

Results

-
-

Why Us?

Strategically:

- Capabilities We Deliver
- Strategic Value We Deliver

Financially:

- The Difference We Make
- Results We Deliver

CLOSING CHECKLIST

Summarize



- Recap key points
- Acknowledge open items
- Listen/probe for agreement

Recommend



- Support perception gap
- Recommend action steps
- Listen/Probe for acceptance

Manage Concerns



- Acknowledge Concern
- Reaffirm needs
- Seek resolution/alternative
- Listen/probe for acceptance