## VP of NO worksheet

**WHODO**

WHO: My prospect is:

DO: My call to action is:

**The Comfort Zone**

What does your prospect do today?

Why does he do it that way?

**Find and develop the pain**

Prospect pain number one:

Identifying question:

Developing questions:

1.
2.
3.

Impact question:

Prospect pain number two:

Identifying question:

Developing questions:

1.
2.
3.

Impact question:

Prospect pain number two:

Identifying question:

Developing questions:

1.
2.
3.

Prospect pain number three:

Identifying question:

Developing questions:

1.
2.
3.

Impact question:

**Benefits are results**

Benefit #1:

Benefit #2:

Benefit # 3:

**Features block competitors**

Feature #1:

Feature #2:

Feature # 3:

**Define your process**

Step #1:

Step #2:

Step # 3:

**Anticipate the toughest objections**

Objection #1:

Answer #1:

Objection #2:

Answer #2:

Objection # 3:

Answer #3:

**Your closing options**

Your call to action:

Your upsell option:

Your downsell option:

Download this worksheet at <http://www.davegrayinfo.com/books/vpofno/>