

# Stearns

GTM Consulting, Coaching & Training

**Client:**

City/State:

Revenue:

Employee headcount:

**SUMMARY**

TBD

**PROBLEM AND IMPACT**

The buyer's problems and impacts to their business of not fixing are:

Problem(s):	Impact(s) to their business of not fixing or fixing:
1. TBD	• TBD
2. TBD	• TBD

**MEDDICC Qualification**

<b>Identified Pain</b> 1. TBD 2. TBD	<b>Metrics</b> • TBD • TBD
<b>Champion</b> • TBD • TBD	<b>Economic Buyer</b> • TBD
<b>Decision Process</b> • TBD • TBD	<b>Decision Criteria</b> • TBD • TBD
<b>Procurement/Contract Process</b>	<b>Competition</b> • TBD • TBD • TBD

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## MUTUAL ACTION PLAN

1. X
2. X
3. X
4. X
5. X
6. X

## DISCOVERY MEETING NOTES

Summary of meeting plus outline of key moments

## IMMEDIATE NEXT STEPS

Outline of next steps