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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 2. TBD	• TBD • TBD

MEDDICC Qualification

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

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