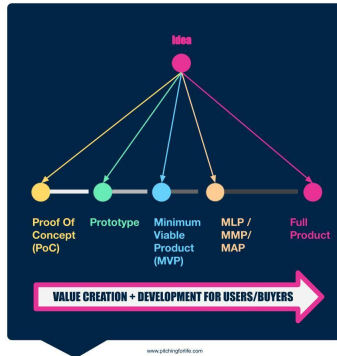


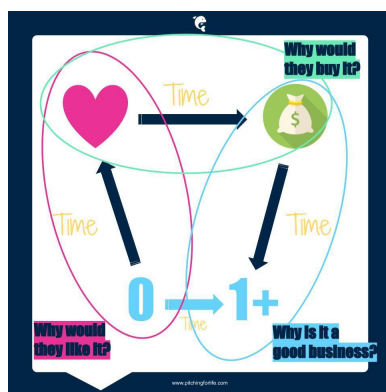
Task 2: This is a reflection exercise for business development and sales activities. Do it alone and with your team. Most importantly gather “real” insights from your stakeholders and submit your task in pdf format to Walid via email or LinkedIn ([Contacts](#))



1) Start by identifying where you are with your product/service and explain briefly what has been done.

	Customer	Need	Problem	Expectations
A	Max	No Vegan	Warm Food	
B	Kira	Food (Hungry)	2 km away	Delicious
C	Willy	Expensive	Quick Delivery	Easy to order
D				
E				
F				
G				
H				
I				
J				
K				
L				
M				
N				
O				
P				
Q				
R				
S				
T				
U				
V				
W				
X				
Y				
Z				

- 2) Create a full list of (3-5 most important ones)
- stakeholders: customers, partners, investors, media etc.
 - their needs: *(do a separate list for each stakeholder)*
 - problems: *(do a separate list for each stakeholder)*
 - expectations: *(do a separate list for each stakeholder) min5*



- 3) Answer the 3 questions for each stakeholder you mentioned
- Why would they like it?
 - Why would they buy/partner/invest in it?
 - Why is it a good business?
 - Reverse it, ask yourself e.g. why would they “NOT” like it?

SWITCHING COST
STOPS YOUR CUSTOMERS FROM BUYING A PRODUCT THEY LIKE!

Laziness	Process	Place
Knowledge	Emotions	Promo
Likeability	Timing	Price
Comfort	Hierarchy	Legal
...	...	...

- 4) Think of switching costs for each stakeholder.
- What are their alternatives?
 - What expectations are they not seeing in your solution?
 - How to identify these switching costs? And where?
 - What questions should I ask them? And Why?
 - When should I follow-up again? Is it needed?
 - Why are they not buying? Is it a ‘Definite No’? Or temporary?



5) Evaluate your insights from previous exercises (1-4).

- a) Mark with **Red**, insights that "You Assume"
- b) Mark with **Green**, insights that "You Know"
- c) What does it mean for your business?
- d) What questions should you ask yourself?
- e) What questions should you ask your stakeholders?
- f) What else should you think about or do?