

Client		Project		
Company (division if applicable)		Name, Price, Date PO In-house		
Value for client	Player	Value we deliver	\$ - %	
Text (summarize the value the client is looking for)	AB	Text (summarize the value we can deliver the client)	\$ - %	
Text (summarize new value we want to introduce)	AB	Text (summarize how this value can help the client)		
<b>Value Snapshot</b>				
<ul style="list-style-type: none"> <li>- Issue: (restate what the client wants or needs)</li> <li>- Ideas: (summarize value you will provide client)</li> <li>- Impact: (net out the impact the client will gain)</li> </ul>				
Strategy				
Type	Note strategy type: <u>Push</u> if you are strong, <u>Piece</u> if going after part of the project, <u>Plus</u> if you will offer a value-add. Draft a sentence to summarize your strategic approach and to serve as your defining approach to win this project.			
Actions (High 5)			Pace	Who & When
1. Action				AA, 11.11.11
2. Action				
3. Action				
4. Action				
5. Action				
Actions: Client, Champion, Competitor, Company			Pace: Accelerate = A, Brake = B, Cruise = C	
Meeting Goal		Exec Contribution		
What do we want out of this meeting?		What do you want exec to contribute?		
Opening Statement				
Grab their attention – snapshot primary Core issues and Contributions you can deliver, and quantify your ROI if possible				
Commitments made to client		Commitments we want from client		
High-gain Questions		Action Items		
1. Question (Open-ended, Player focused, risk related)		1. Action Item		
2.		2.		
3.		3.		