

Whale Fears

It's hard to believe you could scare a whale. But whales do scare easily, so your job is to alleviate their fear.

For this exercise:

1. Determine what about your company might cause a sense of fear in a whale prospect.
2. Determine the tools, processes, systems, and other methods you use to alleviate the fear.
3. Rate each tool as follows:
 - + So good at alleviating fear it creates an advantage for you
 - 0 Good enough to alleviate whale fear
 - Not good enough to alleviate whale fear

Notes:

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Whale Fears	Ways you Provoke this Whale Fear	Current Tools Used to Alleviate this Whale Fear	Current Tool Rating + / 0 / -
Change: Any variation from what they are doing now	.	.	.
Conflict: Any disruption of relationships, be they inter- or intra-departmental, between the whale and customers, or between the whale and current suppliers	.	.	.
Work: Any additional expenditure of effort or activity in the current workload of the people with whom you are meeting	.	.	.
Mistakes: Shortcomings, problems, or other public signs of a bad decision	.	.	.