



## SEE THROUGH THE FOG

How can you turn “common knowledge” into shared knowledge? First, assemble your team to brainstorm what you think you know about each current whale. Next, label each statement Fact, Opinion, or Gossip. Finally, identify the most important knowledge to help you gain new business with that whale.

<b>Example Statements</b>	<b>F Fact</b>	<b>O Opinion</b>	<b>G Gossip</b>
Our current position is the best it's been	X		
They have requested a new proposal	X		
Projects are not effectively coordinated for maximum value		X	
CEO is aware of us	X		
Their initial interest is in our technology (how-to), not our advice		X	
There are five competitors present		X	
A new player is still forming perceptions of us			X
Our operational quality is strong with them		X	
Our strategic value is not strong yet		X	
They have decentralized buyers	X		
They have internal conflicting factions – who are we aligned with?		X	
We get conflicting directions from different factions		X	
We have only 50% of the business opportunity that's available		X	
They have referred us to other business	X		
Our raven may be moving up soon			X

