

Problems and Results Inventory

Name: _____

Vertical Industry: _____

Point “A” (problems, needs, pains, concerns, issues, challenges)

Problems we can help customers address:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Point “C” (goals, objectives, initiatives, targets, aspirations)

Results we can help customers achieve:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____