

Trouble Talk Template

Complete these sentences. Write some transitions. String them together. Do a little editing, and you'll have your own Trouble Talk. (For a more full description of how to use your Trouble Talk Template, see page 2 of this document.)

One of the problems that costs businesses a lot of _____ is ...

According to research by _____, this problem is ...

(Tell a story.) One of our customers documented ...

My observations/experiences have been ...

Moreover, research indicates that ...

It is especially costly in terms of lost ...

Unchecked, it leads to ...

But it doesn't have to be that way. Hundreds (thousands) of customers are benefiting from _____ because ...

Our research into the problem has caused us to approach the problem from ...

Would you be willing to explore how our company could help you realize (benefit)?

How to use your Trouble Talk Template

Your Trouble Talk will help you frame the issues for your prospect or customer. In a sense, you are trying to find "the pool table in the billiard parlor." What problem will make the prospect uncomfortable enough to want to continue exploring a solution?

The best part of creating your own Trouble Talk is that it forces you to get to Level 2 and higher on The Chart in order to write it. You position yourself as a problem finder and partner or a problem solver.

According to *Training Magazine*, there are four types of universal business problems: productivity, acquiring customers, capacity, and satisfying customers. It's fairly certain your prospects have trouble in at least one of these areas. Writing a Trouble Talk around one of these problems will get the dialogue going. If it's NOT your prospect's trouble, this will get them to tell you what is!

Complete any sentence in the Trouble Talk Template. Then complete another, and another. You'll have several points for a Trouble Talk. You can put them together in the correct order later. The big idea is to generate ideas first instead of starting at the top and working your way to the bottom of the page.

Now start writing. String together three or four of your points to frame the issue for this prospect. The process of writing engages your brain. Not judging everything you write -- until after you've stopped writing -- helps you get more words on paper. Then edit for clarity and order.

Now you have a first draft and maybe even a final version of the document. A very wise man once said, "You cannot think your way into writing. You have to write your way into thinking."

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