

Valid Business Reason Worksheet

Prospect's Name _____

Job Function _____

Company Name _____



Key Account Target Account

Focus on a business problem, challenge, or opportunity that would be important and urgent to the prospect, moving you up on their priority list.

Tell the client why they should want to meet with you—what's in it for them.

How does this relate to a need you know they have, that you learned from them, an inside coach, or your own research?

How can you show you have empathy, expertise, or problem solving to offer?

Create your VBR (1-3 sentences) using elements from above.