

## Handling Questions Preparation Template

### Step 1: Prepare Key Messages

Prepare multiple ways of communicating these key messages. You should prepare a range of statements / topspin to use in different situations that all reinforce your key messages. Consider creating soundbites for your key messages

<b>Key Message 1:</b>	
Alternative phrasing	
Alternative phrasing	

<b>Key Message 2:</b>	
Alternative phrasing	
Alternative phrasing	

<b>Key Message 3:</b>	
Alternative phrasing	
Alternative phrasing	

#### Example

<b>Key Message:</b>	Our project costs are fully transparent.
Alternative phrasing	When you compare our project costs to other providers, you can be confident that all costs are presented and managed in an open and transparent way.
Alternative phrasing	We have no hidden costs. We have no hidden surprises. We manage, review and report every cost on a weekly basis.

## **Step 2: Prepare Tough Questions**

Identify possible questions and prepare answers that reinforce your key messages.  
Categorise questions into a maximum of 6 areas, and prepare answers to each category..  
Prepare multiple answers that reinforce the key messages.

	<b>Question</b>	<b>Roman Column / Key Concern</b>
<b>Example 1</b>	Why are you the most expensive?	Cost
<b>Example 2</b>	What will you do if you miss the project deadline due to these new requirements?	Change control process
<b>Example 3</b>	I hear your biggest client has just moved to another provider. Why did this happen?	Depends on context. See section on Crisis Management for handling major situations

<b>Question 1</b>		
<b>Question 2</b>		
<b>Question 3</b>		
<b>Question 4</b>		
<b>Question 5</b>		
<b>Question 6</b>		
<b>Question 7</b>		
<b>Question 8</b>		

### Step 3: Prepare Buffers and Answers to Each Question

<p style="text-align: center;"><b>Likely Question = Roman Column</b></p> <p>eg Why are your costs so high?</p>
<p><b>STOP and Check</b></p>
<p style="text-align: center;"><b>Paraphrase</b></p> <p>eg Why have we chosen this price point?</p> <p>eg What's our pricing rationale?</p> <p>eg What do our competitors exclude from their pricing?</p>
<p><b>Buffer</b></p> <p>eg <b><i>You're asking</i></b> "Why have we chosen this pricing point?"</p>
<p style="text-align: center;"><b>Answer Details</b></p> <ul style="list-style-type: none"><li>• Short Answer + "Does that give you enough information?"</li><li>• If no:<ul style="list-style-type: none"><li>○ More</li><li>○ More</li><li>○ More</li></ul></li></ul>
<p><b>Topspin</b></p> <p>Benefit of your solution (key message) - Ideally as a list of 3 rhetoric</p> <p>Call to action or buy statement</p>