

Script for Requesting Discovery Interviews

See *Blueprinter*[®] software Tool 2.2 for the most up-to-date, interactive version of this. Use the following when calling prospects to request a Discovery Interview (key talking points shown in blue).

1. Request Interview:

- Hi... this is (name) from (company).
- We want to deliver new technology to (industry/project scope) and will be starting a major R&D initiative.
- In the past, we didn't always understand customer needs as well as we should have, so our new products weren't as exciting as they could have been.
- This time we will be visiting industry experts like yourself before we start working.
- We'd like to bring a technical expert to listen carefully to your needs.
- Would you be open to us visiting you and your colleagues for this?

2. Handle Objections:

- *What's in it for us?* Many companies seek "open innovation"... new technology from the outside. A good source is your own supplier base, with technologists ready to work for you. But we just need to know what you want first. This is your chance to get our technical people working for you.
- *Can you work just for us?* In past cases, we developed products for single customers. But in this case, we're planning a major R&D investment that can only be justified by developing a product for the entire market.
- *Should we have an NDA (non-disclosure agreement)?* No. At this meeting we'll only talk about what you want to have happen, not how to make it happen. In other words, your desired end-results or outcomes... but no solutions. Just tell us whatever you're comfortable telling us. Perhaps later, though, an NDA might make sense if we both want to "go deeper."
- *We're too busy for supplier surveys.* This will be unlike other supplier meetings... no sales pitch, no boring survey, no problem-solving. We will facilitate the conversation, focusing on what's important to you, not us. We'd even like to use a digital projector to display our notes... so you can make sure we're getting it right.
- *I don't have time to prepare.* No need for you to prepare... just show up. Seriously, we will do all the work facilitating the session. Just bring your brain and be ready for some fun. We'll use special "trigger maps" and "outcome statements" many companies find interesting.
- *Can I think about this first?* Sure, let me send you an agenda to look over. Also, I'll send a link to a website called www.HaveYouBeenDiscovered.com that may answer questions you have. When should I check back?

3. Attendees:

- Within the area of (project scope), we'd like to keep our minds open for any way we could innovate for you.
- So for instance, we'd like to discuss both your process and products.
- Who else—perhaps different job functions—would you recommend attend this meeting?
- Record Attendee Names in Prep Sheet... and additional contact information for each.

4. Schedule Meeting:

- Can we plan on a 2-hour meeting?
- OK to have a tour of facility beforehand?
- Let's look at calendars...
- Record Meeting Time in Prep Sheet (Blueprinter 5.0).
- Can we use a digital projector to display our notes? This way you can correct anything we're getting wrong.
- Should we bring our projector... or do you have conference room with one?
- OK if we arrive 15 minutes early to set up? We just don't want to waste your people's time.

5. Discuss Follow-up:

- I'll email you an agenda to distribute to your colleagues.
- Also, I'll send you a link to a website www.HaveYouBeenDiscovered.com that to help answer questions.
- OK if I call a week in advance to confirm with you?