

Empathy & Attunement Exercise Worksheet

Put yourself 'in the shoes' of the customer or prospect

- What are your overarching business objectives (KPIs, targets)?
- How do you feel about your part of the business?
- What is driving you personally?

What would have to happen for you as a customer or prospect to reflect on a meeting and think:

'That was a great meeting and a good investment of my time?'

In the role of customer or prospect, review all meeting content (slides, conversation, style) for relevance and impact.

What value did you get from the sales meeting?