

IMPLICATE PAIN *Summary*

IN BRIEF

Every Stakeholder is impacted differently by Pain (even if it is the same Pain).

Pain is not binary. Once Implicated it needs to be constantly re-Implicated to stay urgent in the customer's mind.

1. ECONOMICAL

This relates to where the organization is either missing out on revenue or has higher costs relating to the pain.



2. EFFICIENCY

This relates to a Pain that is occurring because something prohibits the organization from being efficient or effective.



3. PEOPLE

This relates to pain that impacts the People in the organization either by productivity, morale, skill, or ability.



YOU NEED TO IMPLICATE PAIN BECAUSE

- Without implicated pain the customer will not feel the urgency to solve the problems you've highlighted
- If there is not urgency associated with your solution it is likely to be de-prioritized behind other projects and initiatives that are seen as more painful

ALWAYS CHECK

- That you haven't merely indicated pain, and that your Champion and the key stakeholders including the Economic Buyer feel implicated in the pain that your solution solves
- That the implications of the pain are widely understood across all stakeholders even if they don't directly feel implicated that they understand the wider implications

1

IDENTIFY PAIN

Identifying Pain is as straight-forward as uncovering an issue that has a negative impact.

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2

INDICATING PAIN

Indicating is where the seller informs the customers of the cost of the pain and ROI of solving it.

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3

IMPLICATING PAIN

Implicating Pain is where the customer feels truly Implicated by the consequences of the pain.