

Big Picture Conversations

Video Script



Taking a look at your client's or prospect's "big picture" can help you offer better solutions for their business issues and challenges.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

Hi, Nick Miller, Clarity Advantage, and "Let's take a step back for a minute."

Very frequently... as in, usually... when we engage potential clients asking a question like "What's on your mind?", they dive into 99 details about the stuff that's right in their faces and we have NO idea about how things fit together. Sure, we've looked them up, we've done our research, but we don't know the back story (or back-stabbing story). Who's doing what, how they feel about it, who's feeling ignored, who has power, and so on.

So, to really understand things, we have to step back and look at the big picture...

Where is the business and the department going? What challenges, more broadly, are they facing? How do they operate the business? What are the threads of conversation inside the company?

While the specific questions might change from client to client, the overall structure of the conversation - goals, challenges, plans, operating cycle, people - should be standard. And once we have that BIG PICTURE, we can drop back into the 99th detail with them and understand more clearly what's happening.

If we don't do that, we risk offering ideas that have no chance of working because we don't understand the front story or the back story that surrounds them.