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| Meeting Goal Worksheet |
| Gaps in Customer’s Knowledge | **Perceptions to Challenge** |
| * What doesn’t the customer know about the supplier that is relevant?
 | * **In what way does the customer not perceive them correctly?**
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| Topics for Discussion | **Positioning** |
| * What topics should the supplier discuss with the customer that will provide a structure to the meeting?
 | * **How will the supplier introduce and explain this topic to the customer?**
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