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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?** |
| 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?** |