

Meeting Goal Worksheet	
Gaps in Customer's Knowledge	Perceptions to Challenge
<ul style="list-style-type: none">What doesn't the customer know about the supplier that is relevant?	<ul style="list-style-type: none">In what way does the customer not perceive them correctly?
Topics for Discussion	Positioning
<ul style="list-style-type: none">What topics should the supplier discuss with the customer that will provide a structure to the meeting?	<ul style="list-style-type: none">How will the supplier introduce and explain this topic to the customer?