



Overcoming Objections

| <i>Devil's Advocate Objection</i> | <i>Your Response</i> | <i>Your Mantra</i> |
|--|---|----------------------------|
| How do we even know these are customer stresses? | Like anthropologists, we observed customers in their environment. | Customer Centered Design |
| How do you know what's causing the stress? | We mapped the customer experience to identify the root causes of stress. | Journey Mapping |
| What makes you think these stresses are bothering customers? | We learned how our customers must compensate for our shortcomings. | Pain Is Proof Positive |
| How do you know this is the best solution? | We used "T-Shaped" thinking to look across industries and deep into operational details. | "T"-Shaped Thinking |
| How do you know your solution will work for everyone involved? | We tested each of our critical assumptions in the marketplace. | Trust, But Verify |
| Who do you have lined up to support this solution? | We collaborated with key opinion leaders (and channel partners). | Collaborate. Don't Dictate |
| How do we know customers will buy? | We collaborated with our customers to ensure we're creating value worth paying for. | Alleviate Stress |
| What did you spend on this? | We spent 90 days to produce multiple working prototypes vetted by customers. | Speed Matters |
| Why doesn't it have "x" feature? | We built a minimum viable product and we will add features when customers demand them. | Less Is More |
| When will you break-even? | We modeled our costs over a three-year timeframe and expect to break-even in Year "x." | Slow and Steady |
| How are you going to launch this solution? | We'll target visionaries enthusiastic about innovation and use them as a reference for the pragmatists or mainstream. | Crossing The Chasm |