



Prospect's Name:

I. The Super-Macro Need (this never changes!)
TO FEEL GOOD

II. Analysis of Macro Needs			
Decision Makers – Names	Select PRIMARY (P), SECONDARY (S), SHARED (Sh), INFLUENCER (D)	This Individual's Primary MACRO Need(s) (from list below)	This Individual's Secondary MACRO Need(s) (from list below)

Macro Needs: PQ: Pursuit of Quality; PB: Pursuit of Beauty; TS: Take a Stand; SM: Save Money; RP: Reduce Pain; TB: To Belong; BG: Be Generous; FP: Feel Pampered

III. Analysis of Micro Needs						
	List the Prospect's Micro Needs	Expressed by PROSPECT (P), or Suggested by SALESPERSON (S)	Degree of Specificity HIGH (H), MEDIUM (M), LOW (L)	Degree of Emotional Energy HIGH (H), MEDIUM (M), LOW (L)	✓ if both "A" and "B" are HIGH (These are "Hot Buttons"!)	Rank the Top 3 Hot Buttons (1,2,3)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						