

**PURPOSE:** This questioning tool will help you to develop a series of 5 C Questions, so you can have a deeper consultative conversation with a key account.

<p><b>1. Circumstance</b> (Current Situation)</p>	<p><b>Example:</b> What are some pressing issues in your business/industry? <i>Formulate your Questions:</i></p> <p>✓ _____</p> <p>✓ _____</p> <p>✓ _____</p>
<p><b>2. Challenge(s)</b> (Determine Scope)</p>	<p><b>Example:</b> What are your biggest challenges right now? <i>Formulate your Questions:</i></p> <p>✓ _____</p> <p>✓ _____</p> <p>✓ _____</p>
<p><b>3. Consequence</b> (Understand Meaning of Challenge)</p>	<p><b>Example:</b> Why is this a challenge? What are the consequences of addressing this challenge...or not? What is your ultimate goal regarding this challenge? What do you want to achieve? What is the one thing you would like to avoid? <i>Formulate your Questions:</i></p> <p>✓ _____</p> <p>✓ _____</p> <p>✓ _____</p>
<p><b>4. Collaboration</b> (Areas to consider when collaborating on strategy)</p>	<p><b>Clarity</b> ✓ How clear is this strategy?</p> <hr/> <p><b>Viability</b> ✓ How viable is this strategy? ✓ What research is needed to implement the strategy? ✓ Are there any other resources needed?</p> <hr/> <p><b>Consistency</b> ✓ How consistent is the strategy based your understanding of the challenge?</p> <hr/> <p><b>Importance</b> ✓ How important is this strategy in the big scheme of things—is it likely to be a priority?</p> <hr/> <p><b>Thoroughness</b> ✓ Is there anything else fundamental to this strategy that I should know about?</p> <hr/> <p><b>Example:</b> So, what are you/we going to do about this challenge? <i>Formulate your Questions:</i></p> <p>✓ _____</p> <p>✓ _____</p> <p>✓ _____</p>
<p><b>5. Commitment</b></p>	<p><b>Example:</b> So, what is the next logical step in our discussions, based on the solutions we've explored to your challenges? What can we do to ensure nothing "falls through the cracks?" Devise clear action steps (with timelines) towards implementing the strategy and gaining commitment. <i>Formulate your Questions:</i></p> <p>✓ _____</p> <p>✓ _____</p> <p>✓ _____</p>