

Chapter 3 - The Fearbreakers: Fears & Fearbreakers

Example

When you hear a prospect's concern or question, consider the feat that drives it. Are they concerned about their own reputation or workload? Are they hesitant to introduce any type of change? Understanding the root fear helps you identify the best fear breaker to address that fear.

Prospect Concern	Root Fears	Fear Breakers	Method to Address
How can I be sure you can handle a new client of our size? (My neck is on the line.)	<input checked="" type="checkbox"/> Accountability <input type="checkbox"/> Change <input type="checkbox"/> Friction <input type="checkbox"/> Work <input type="checkbox"/> Mistakes	<input type="checkbox"/> People <input type="checkbox"/> Process <input type="checkbox"/> Technology <input checked="" type="checkbox"/> Experience <input type="checkbox"/> Collaboration <input checked="" type="checkbox"/> Control	<ul style="list-style-type: none"> Case studies show online, on-budget launch of large accounts. Governance and communication schedule for on-boarding.
You raise interesting points, but it's such a hassle to change suppliers.	<input type="checkbox"/> Accountability <input type="checkbox"/> Change <input type="checkbox"/> Friction <input checked="" type="checkbox"/> Work <input type="checkbox"/> Mistakes	<input type="checkbox"/> People <input checked="" type="checkbox"/> Process <input checked="" type="checkbox"/> Technology <input type="checkbox"/> Experience <input type="checkbox"/> Collaboration <input type="checkbox"/> Control	<ul style="list-style-type: none"> Live demo of supplier-portal, prove on-going time savings. Referral call from client X re: Ease of transition for on-boarding.
I like your product, but our top scientist is not on board.	<input type="checkbox"/> Accountability <input type="checkbox"/> Change <input checked="" type="checkbox"/> Friction <input type="checkbox"/> Work <input type="checkbox"/> Mistakes	<input checked="" type="checkbox"/> People <input type="checkbox"/> Process <input type="checkbox"/> Technology <input type="checkbox"/> Experience <input checked="" type="checkbox"/> Collaboration <input type="checkbox"/> Control	<ul style="list-style-type: none"> Working session including tech and science personnel. Share recent journal articles from our tech team.

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Jot down several concerns you've had recently and plot a method to address the fears!

Prospect Concern	Root Fears	Fear Breakers	Method to Address
	Accountability Change Friction Work Mistakes	People Process Technology Experience Collaboration Control	
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Mark each column with the Fear Breakers you currently have and need to create!

Eliminate the Fear Using Some of these Proven Tactics

	Fear Breakers I Currently Have	Fear Breakers I Need to Create
Case Studies		
Onboarding Process		
Assessment		
Testimonials		
White Paper		
Order Flow Process		
Quarterly Business Review		
Exception Process		
Hiring/Orientation Methodology		
TCO Analysis		
Best Practices Scorecard		
Collaborative Design Event		
Escalation Process		