

Anticipate Questions

Handling questions effectively requires four key skills

BEFORE

1

PREPARATION

Anticipate and plan
for questions



2

LISTENING

Listen to the question –
and the question behind
the question



3

PARAPHRASING

Paraphrase the
questions – and
potentially the
deeper need



4

RESPONDING

Respond with a
headline statement
and supporting
evidence



Anticipate and plan for questions

The questions below represent the kinds of content challenges, questions, or concerns executives might have during your presentation

QUESTIONS ABOUT...

Alternatives

- What would happen if we did nothing?
- What other alternatives did you consider?

Competition

- How would this give us a competitive advantage?
- What is the competition doing about this?
- Why has no other competitor done this?

Cost

- What will it cost? Over what time period?
- What assumptions are these cost estimates based?
- Has financial authority reviewed these?
- We have limited funds. Where would we take funds from to

Customer Perspective

- What evidence tells you customers want this?
- What customer input do you have on your pricing?
- What is your plan for validating this with our customers?
- What new customer segments will this attract?

Geographies and Global Issues

- How have you included an international perspective?
- What would the major challenges be in implementing this internationally?
- Who have you talked to in the geographies about this?
- What modifications would have to be made to make this work internationally?
- What are the differences by geography?

Anticipate and plan for questions

Return on Investment (ROI) and Revenue

- How did you come up with these return numbers?
- How did you come up with those cost figures?
- What are your projections for revenue and when?
- What is your pricing strategy and what is it based on?

Logistics / Implementation

- Have you talked to the other parties that would need to implement this?
- You don't know the "front line" so how do you know it will work out there?
- Have you laid out what the implementation plans will look like?
- How long will it take and what are the major milestones?
- What will be some of the biggest challenges to implementation?

Purpose / Business Reason / Timing

- What problem are you trying to solve?
- What opportunity are you trying to take advantage of?
- What pain (cost) are you trying to avoid?

Markets

- What tells you there is a market for this?
- Will this cannibalize any of our other programs?
- I think this is too close to our current products. Won't this confuse customers?
- Isn't this straying from our core competencies?

Quality / Regulatory / Compliance Issues

- How are you going to define specifications?
- What would the (FDA, SEC, etc.) say about this?
- What compliance risk does this introduce?

Miscellaneous Questions

- Have you talked to the people who are not going to like this?
- What was their reaction?
- What does (name) say about this?
- We tried this and it didn't work. What makes you think it's going to work this time?