



## Introduction: More Business, Less Busy-ness

- How important is business development to your future success?
- How much formal business development training have you gotten in the past?
- What does “selling” mean to you? How does the idea of defining selling as “strategically helping” change your perception of it?
- Describe a time when you purchased something and the person guiding you did a great job. What did they do? Did it feel like they were “selling” or strategically helping?

## CHAPTER 1: Think Big, Start Small, Scale Up

- What is your Why, Who, What, When and Where and How?
- What do you think your preferred thinking styles are? (Remember 95% of people have more than one preferred style)
- How do you think your preferred thinking styles impact the way you interact with prospective clients?
- What are the results of your Beginning State Scorecard. Is there a correlation between your scores and your preferred thinking styles? If not, why do you think that’s the case?
- What Rituals will you be using going forward, including your trigger and reward?

## CHAPTER 2: The Flywheel

- What have your BD habits been in the past? What have you done well? What do you feel is lacking?
- What have your BD goals been in the past?
- Why is practicing Shoshin (beginner’s mind) challenging to maintain?
- Describe your diligence when it comes to investing in and staying top of mind with your most important relationships.
- Who are the top people on your Protemoi List? How do these people differ from who you’ve historically spent time with?
- What Assets can you use with your Protemoi people? The key is to be specific. Don’t say “Ted Talks.” Instead give an example of a specific Ted Talk and the kind of person that would love it.
- What plans do you have for staying in touch with your Protemoi people?

## CHAPTER 3: Targeting Your Ideal Clients and Positioning Yourself to Win

- What insights did you gain from Mike Deimler’s approach to investing in clients? How can you adapt his approach for yourself?
- What targeting criteria did you choose? How did you weight your criteria? How do you plan on using your criteria?
- Who is on your Target List and how do these organizations differ from who’ve you’ve been investing in?
- What is your unique Positioning? Share it with others—get feedback. How can you make it more memorable?

## CHAPTER 4: Get People to Like You (Authentically)

- How can you better discover and nurture commonalities?
- What is the right frequency for connecting with your Protemoi people? What might prevent you from proactively adding value at this frequency? How can you overcome this challenge?
- What hang ups do you have in asking for help? How can you ask for help in a way that works for you and deepens your relationships?
- What do you think your Losada Ratio has been in the past? Do you need to incorporate more positive or more constructive interactions? How can you have the right balance of positive and helpful constructive ideas?
- What patterns have you fallen into with your client interactions? How can you make your interactions more unique?
- One of the most important aspects of The Snowball System is to adapt to other people’s thinking styles. What can you do to be better at picking up clues and adapting?
- What is your curious introduction? Practice this with others and get feedback, including one thing to keep and one thing to change.



## CHAPTER 5: Turning Prospects into Clients

- Share your ideal sequence of what you would perform in: Introductory Meeting, Give-to-Get, Small Project, Big Project. Remember to start with your Big Project and work backwards. Share this with others and get feedback.
- Go a little deeper on your Give-to-Get. Does it meet the criteria of easy for you, valuable for the client and very importantly, leads to the next step?
- Based on the \$ in the ATM framework, what criteria is the most challenging for you to identify? How often do you say no to opportunities that aren't a fit? What would you change about your current approach?

## CHAPTER 6: Lead Tactics

- Go through each lead generation technique. How have you done this in the past? What should you focus on in the future?
  - Turning Friends Into Clients
  - Specific Referrals
  - Cold Marketing
  - Forums
  - Strategic Partners
  - Event Attendance
  - Speaking
  - Webinars
  - Writing
- Of your top couple techniques, how will you execute going forward? Share your worksheets or high-level thoughts with others and get feedback.

## CHAPTER 7: Turning Leads into Clients

- What can you do to Listen and Learn more effectively than you have in the past? What is your biggest challenge in doing this?
- How have others gotten you curious about opportunities? What can you do to create more curiosity about your own services?
- What Gravitas questions will you use in the future? Be sure to go through each axis.

## CHAPTER 8: Closing the Book on Closing the Deal

- What aspects of an opportunity do you naturally build together with your client? How can you improve now that you know the model?
- What's your most dreaded Objection? What question can you ask back to dig into the objection, display your consultative approach and overcome it?
- What are your most important scenarios to Ask for the Advance? How can you ask in a way that's genuine, helpful and effective?
- What is the most challenging thing about talking about money for you? What can you do to overcome this?
- Which one of the seven pricing principles was most impactful to you? How will you utilize it going forward?

## CHAPTER 9: Strategic Client Planning for Long-Term Success

- What clients do you have that are important enough to go through a structured planning process? How do you think this planning process will help you and your teams be more effective?
- How do you plan to keep the momentum going after your initial meeting using positive feedback and accountability? Be specific.
- What's the most important thing you learned about planning for meetings using Dynamic Meeting Prep?
- How will you incorporate Dynamic Meeting Prep going forward?



## CHAPTER 10: Creating Momentum in Teams

- Choose the most important team you're on. What one thing can you do to create more momentum on that team? How do you plan to implement this?
- What can you do to have more effective coaching across your team?
- How can you celebrate incremental successes across your team in an authentic way?
- How can you maintain a growth-oriented positive mindset for your team over the long haul?

## Conclusion: Getting the Snowball Rolling

- What are your rituals of success? (Annual and Quarterly, Monthly, Weekly and Daily) How can you improve these?
- What are your Lagging and Leading Indicators. (Remember: leading indicators should be 100% in your control)
- How will you summarize and analyze your results? How often will you do this? What software will you use for tracking?
- What is your Why? Now that you've finished reading the book, is it the same as when you started? Different? How?
- Is it possible to team up with other people to implement The Snowball System? How will you offer help and support each other?
- What's your #1 takeaway from The Snowball System?

I'd love to hear from you! Email me your group's answers to the last question: [mo.bunnell@bunnellideagroup.com](mailto:mo.bunnell@bunnellideagroup.com)