

A light blue silhouette of a world map is centered on the page, serving as a background for the title text. The map shows the outlines of continents and major landmasses.

The Big Five Most Powerful Ways to Use the Big Five Worksheet

Big Five Tip Sheet

How to Facilitate a Big Five (10–15 minutes total)

STEPS	WHAT	HOW
The Big Five (3–5 minutes total)		
Step 1:	Clarify the focus/topic of the Big Five.	Choose a specific topic vs. broad-based subject. For example, instead of “prospecting,” which can take on various forms, choose a specific form of prospecting such as “getting referrals from current clients.”
Step 2:	Divide the group into teams or on teleconferences have them work individually.	In person, teams should assign roles: <ul style="list-style-type: none"> • Team Leader • Timekeeper • Scribe/Spokesperson
Step 3:	Ask the individuals/teams to brainstorm all possible answers. <ul style="list-style-type: none"> • 1–2 minutes 	Provide/remind the group of the following rules: <ul style="list-style-type: none"> • Ensure answers are precise behaviors that can be observed. • Answers must not require additional resources. • Answers must be able to be implemented within 48 hours. • Answers must be within the control of the team members.
Step 4:	Have the individuals/teams reduce their answers to the Big Five. <ul style="list-style-type: none"> • 1 minute 	Ask the group, <i>“If you could only complete five actions, which five would have the most impact?”</i>
Step 5:	Ask the individuals/teams to rank-order their Big Five. <ul style="list-style-type: none"> • 1 minute 	Ask the group to rank-order their Big Five list from one to five, with one having the highest impact.



STEPS	WHAT	HOW
Debriefing (7–10 minutes total)		
Step 6:	<p>Start debriefing when 2/3 of the group have completed their Big Fives.</p> <ul style="list-style-type: none"> • Debrief using the Pyramid Technique. • Write down all answers gathered. Use a flip chart when in person. • 3–5 minutes 	<ul style="list-style-type: none"> • If you know that there are individuals/ teams that are not done, do not call on them first. <p><u>Pyramid Technique</u></p> <ul style="list-style-type: none"> • Call on a team (or individual) and ask them for their Big Five. • Call on another team (or individual) and ask them only for answers that are different from the first team's/participant's answers. • Continue to do this until the <u>most</u> powerful actions are obtained and there is nothing significant to add.
Step 7:	<p>Work with the group to reduce the debriefed answers to the group's ultimate Big Five.</p> <ul style="list-style-type: none"> • 2–3 minutes 	<ul style="list-style-type: none"> • Gain agreement on prioritizing the top five actions that, if consistently implemented with high quality, would result in the maximum results. <p><u>Voting Method to Quickly Reduce the Big Five:</u></p> <ul style="list-style-type: none"> • Review the list of all answers and ask each person to select (think about) their top two as you review the list. • Review the list again and ask each person to indicate if the item was in his or her top two. In person, ask people to raise their hands to vote. During teleconferences, ask each person to state their name to vote. • Quickly count the number of votes and write the number to the right of each item. • Review the number of votes and rank-order the Top/Big Five based on the greatest number of votes received. <p>Note: Never give more than three votes to get to the Top/Big Five.</p>
Step 8:	<p>Ask for the Order: What? How Much? By When?</p> <ul style="list-style-type: none"> • 2 minutes 	<p>Ask the group what they will personally commit to, to achieve the Big Five objectives.</p> <ul style="list-style-type: none"> • Ask for commitments before the end of the Workshop, or pre-position that you will gather all commitments within an hour. <p>Note: Ensure that you document each individual's commitments.</p> <ul style="list-style-type: none"> • Pre-position that you will be following up on progress against commitments.

Sales Meetings

Topic: *What are the Big Five ways we can increase checking accounts with the use of the Mini-FiNAPSM? Remember the What, How Much, and By When.*

List your ideas:

Write down your own ideas plus other participant ideas:

1.	5.	9.
2.	6.	10.
3.	7.	11.
4.	8.	12.

Group Big Five

	What	How / How Much	By When
1.			
2.			
3.			
4.			
5.			



Scriptwriting Clinics

The Four Steps of Scriptwriting

1. _____ bullet points/headlines.
2. Reduce headlines to Big Five and _____.
3. _____ each bullet point/headline into _____.
4. Create a _____ - _____ script.

Why should a prospect do business with your organization?

List your ideas:

Write down other participant ideas:

1.	4.	7.
2.	5.	8.
3.	6.	9.

Your Big Five

1. _____
2. _____
3. _____
4. _____
5. _____



Why should a prospect do business with you?

List your ideas:

Write down other participant ideas:

1.	4.	7.
2.	5.	8.
3.	6.	9.

Your Big Five

1. _____

2. _____

3. _____

4. _____

5. _____

Put It All Together



Product Introduction

My assigned product is _____

Feature	→	Benefit
_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____



Objections Clinics

1. Use a flip chart to gather objections, if in person.
 - a. If by telephone, the leader writes down all the objections and asks participants to also write down all the objections.
2. Start by asking the group, rather than a specific individual, for objections.
3. Number all the objections.
4. Ask the group for permission to consolidate objections.
5. Restate and clarify all objections as you write them down.
6. At the end, ask the group if they can think of any more objections.

Additional Rules

7. Do not comment on objections provided or exhibit negative body language.
8. If you feel that there may be a critical objection that has been left out, see if the group agrees by saying: *"Another possibility could be..."*

Our objection for today is _____

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	



I have been assigned objection number _____.

Objection Response

Litany Technique

Topic: My favorite food

You need to convince us that your favorite food should be our favorite food. List the Big Five reasons/benefits.

1. _____
2. _____
3. _____
4. _____
5. _____



Take Aways

1.	
2.	
3.	
4.	
5.	

