**Discovery Session with SupplierName**

Suggestions: (1) Update the light blue fields (using black text) once per project. (2) Update the CustomerName fields (using black text) for each interview candidate. (3) Delete this text box. ☺ (4) E-mail this to customer contact prior to, during, or just after phone call used to set up interview. (5) Tell customer contact they can fill in the Date/Time & Location fields and use this sheet to invite their colleagues.

Description & Agenda

**Date/Time**: TBD

**Location**: TBD

**Purpose**: SupplierName wants to bring fresh innovation to MarketSegment/ProjectScope. The sole purpose of this meeting is for them to hear what is important to CustomerName … *before* SupplierName develops any new technology for this area.

**What This is Not**:

* Sales pitch: No attempts to sell anything.
* Problem-solving: No solution-seeking or sharing of confidential information.
* Survey: No filling the blanks in a questionnaire.

**What This Will Look Like**:

* ****SupplierName will send 2 or 3 technical and commercial people… to *listen.*
* Notes will be projected—to make sure they’re correct.
* CustomerName can get a copy of these notes later if desired.
* SupplierName will facilitate, using proven “New Product Blueprinting”1 methods.
* Discussions will center on whatever CustomerName deems important.

**Attendees**: The scope will be MarketSegment/ProjectScope… so it will help to have all interested disciplines at the session, e.g. technical, production, marketing, etc.

**Agenda**: The real “agenda” is whatever CustomerName would like a committed supplier to know about its needs. But the flow of the meeting is typically:

1. Current State… just two or three questions to help ground SupplierName.
2. Problems… challenges, difficulties or obstacles now faced by CustomerName.
3. Ideal State… what a “perfect world” would look like.
4. Triggered Ideas… helpful tools will be introduced that may trigger more ideas.
5. Top Picks… CustomerName will have the chance to identify its favorite ideas.

**Questions?**: If you have any questions, please contact SupplierContactName, SupplierContactTitle, at SupplierContactEmail or SupplierContactPhone. Also, many of your questions can be answered at [www.HaveYouBeenDiscovered.com](http://www.HaveYouBeenDiscovered.com).

1 “Blueprinting” is used for intelligent, peer-to-peer B2B meetings--not consumer surveys. Info is at [www.newproductblueprinting.com](http://www.newproductblueprinting.com).