

What I need from you

Pain Point Consultation

This list explains what I need for this service, why I need it and where you can usually find it. Send the information together where practical. Tell me straight away about anything unavailable or urgent. I will confirm when the essential information is complete and the delivery date is fixed.

Essential items are needed before the relevant work can proceed. Important items affect what I can conclude; optional items add useful context. If an item is missing, incomplete, unreadable or a different version from one already sent, identify it by its number and explain what you hold. I will tell you what replacement is needed, why it matters and any effect on the agreed work or date.

1. The pain point, named **ESSENTIAL**

Why I need it. It becomes the single question the call answers.

Where you'll find it. No documents needed; it is the thing your team already complains about.

Without it. The call has nothing to work on, so it cannot go ahead as booked.

2. The pre-call account **IMPORTANT**

Why I need it. It sets the agenda and is quoted back in the recommendation.

Where you'll find it. Written from memory in ten minutes; nothing needs digging out of the files.

Without it. The cost of the problem becomes Jack's estimate, not yours, until the call tests it.

3. Current systems picture **IMPORTANT**

Why I need it. Every fix has to land in the systems you actually has.

Where you'll find it. Whoever pays the subscriptions can list them in minutes.

Without it. The shortlist gets built on a guess at what you run, not what you actually have.

How to send it

Everything to contact@jackbutlerkettle.com. Original files rather than scans of printouts wherever you have them, and forwarded emails rather than text copied out of them, because the dates and the addressees travel with the original and they often turn out to matter.