

# THE OPPS MINDSET

*"The greatest expense is opportunity cost"*

The OPPS acronym demonstrates how to capture an opportunity and gain conceptual agreement. Referencing the opportunity cost of inaction is key to fully position your value, as this is often far greater than the fee for your services.

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**OPPORTUNITY** - Identify how you can add value

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**PAUSE** - Don't blurt out ill-considered answers

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**POSITION** - Clearly state your value offering

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**STATE YOUR PRICE AND SHUT UP**

**Opportunity:** Providing start-up business support.

**Opportunity Cost:** Nasty tax surprises, cashflow stress, and owner overload and burnout.

**Pause** before giving scattered ideas and answers that will be difficult to implement effectively.

**Position:**

- Tax compliance = Mind & Financial Freedom
- Efficiency, productivity gains and higher returns on time invested = Time & Financial Freedom

**Wait for the response** [acceptance or objection]. If you get an objection, reposition the value and consider other options to help.