



Pre-Call Planning

Prospect _____ Appointment Date _____

Questions about Sales Process

1. What has to happen to make this a great meeting? _____

2. How did we get here? _____

3. What is the reason for the call? _____

4. Do they want to fix the problem? _____

5. Did you get invited? _____

6. What is your first question? _____

7. What three questions must you ask to qualify this prospect to do business with you and your company? _____

8. How will they respond to those questions? _____

9. What questions will they ask? _____

10. How will you respond? _____

11. What curve balls do you anticipate? _____

12. What is your agreed to move forward step? _____

13. What will you do if they don't qualify for...? _____
