

# Pre-Call Planning

Prospect \_\_\_\_\_ Appointment Date \_\_\_\_\_

## Questions to Prepare for the Sales Call

1. Rehearse: *What has to happen to make this a great meeting?* or *How did we get here?*
2. What is the reason for the call? \_\_\_\_\_  
\_\_\_\_\_
3. Do they want to fix the problem? \_\_\_\_\_  
\_\_\_\_\_
4. Did you get invited? \_\_\_\_\_  
\_\_\_\_\_
5. What is your first question? (Acknowledge the buyer's journey) \_\_\_\_\_  
\_\_\_\_\_
6. What three questions will you ask to qualify this prospect to do business with you and your company? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. How will they respond to those questions? \_\_\_\_\_  
\_\_\_\_\_
8. What questions will they ask? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. How will you respond? \_\_\_\_\_  
\_\_\_\_\_
10. What curve balls do you anticipate? \_\_\_\_\_  
\_\_\_\_\_
11. What is your agreed to move forward step? \_\_\_\_\_  
\_\_\_\_\_
12. What will you do if they don't qualify for...? \_\_\_\_\_  
\_\_\_\_\_

