

PROSPECT _____**APPOINTMENT DATE** _____

- 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...?