



PROSPECT _____ DATE _____

Item	Y/N	Comments
What is the compelling reason for this meeting?		
3 sales strategy questions (why I am here, incumbent, do you have to fix)		
3 questions to qualify the prospect, identify potential issues, uncover compelling motivators		
Anticipated responses		
What questions will they ask you and how will you respond? (e.g. help me understand the question better)		
What curveballs are anticipated-ready to deal with effectively		
What is your agreed to next step?		
What will you do if they don't qualify?		