

Can your salespeople answer every question on this pre-sales call checklist?

Presented by J.W. Owens



A Perspective 101 Series



Can your salespeople answer every question

Before your people make a sales call, they need to prepare by quickly running down this checklist.

Here are four critical questions they need to answer before scheduling a meeting:

1. What does the buyer need?

- What specific, measurable results does the **prospect expect to gain from what I'm selling?**
- What is this **person risking?**
- How can I **limit that risk?**

Can your salespeople answer every question

2. What are the prospect's buying procedures?

- **How quickly** is the person looking to buy?
- Is there any part of the process that's **out of his or her control**?

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3. What information do I need about the competition?

- **Who's competing** for this sale?
- What are the **competitors' primary strengths and weaknesses**?
- **What is the price differential** – and is price a major factor with the prospect?
- What is the **availability of competitive products**?
- What are the **competitors' post sale capabilities** (when it comes to things like service, etc.)?

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4. What do I do if I experience resistance?

- What do I do if the **prospect gets confused** about what I'm trying to sell?
- How can I make sure the prospect has a **clear understanding** of my capabilities?



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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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