

Special Management Series

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

This is a series of Training for your  
Management TEAM

Presented by J.W. Owens



A Management  
Perspective 303 Series



Management - JWO 324

# 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**?

# Can your salespeople answer every question



## 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.)?

# Can your salespeople answer every question



## 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?

# Can your salespeople answer every question



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your Management, Sales & Office

TEAM

## Good Selling !



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# Managing Salespeople In A Recession



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