

Prepare For Every Telephone Sales Call

PROSPECT PLANNING CHECKLIST

1. Research Your Prospect
 - Review Prospect's Website for pertinent data
 - On Line Resources (Hoovers, Harris On Line, Etc)
 - Review Referral Source for information, if applicable
2. Prepare Your Environment
3. Be Clear About Your Call Objective
4. Anticipate and Plan For Key Call Events
 - Anticipate Objections and Rehearse Counters
 - Prepare to Change The Objective of Your Call
5. Prepare Yourself To Listen For
 - Behavioral Style
 - Benefits Looked For
 - Hot Buttons
6. Think About Who May Answer and Prepare For Each
 - Prospect Answers
 - Gatekeeper Answers
 - Voice Mail Answers
7. Rehearse Key Sound Bites
 - Opening Benefit Statement
 - Your Favorite Benefits and Counters
 - Have Cheat Sheet Handy
8. Sharpen Your Focus and Motivation

A Break-Away™ Sales Performance Development Resource

From

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