

# Pre-Meeting Prep

## ANALYZING YOUR SALES DEPARTMENT'S STRATEGY

**O**ne major difference between top performers and moderate performers in any field—and especially in sales—is the way they prepare to do their jobs. Pre-meeting planning is not just thinking about what you will say.

It is creating the qualifying questions you will ask and deciding what information you will share. You're not selling your product or service, you're selling a solution to your prospect's problem. So first you've got to discover a problem you can solve, and to do that you'll need to ask some strategic questions.

Pre-meeting planning lets you determine what success means before every call instead of after the meeting.

CLIENT NAME: \_\_\_\_\_ MEETING DATE: \_\_\_\_\_

### HOW CAN I MANAGE THIS SALE? (PAGE 1)

At what stage of the process am I with this prospect? (Steps 1 through 16)

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What new business moves can I make with this prospect today?

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Have I given or can I give the customer a pre-meeting assignment?

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Have I completed all the steps to this point? Anything need to be firmed up?

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What can I read, research, or do to have a Level 3 "moment" with this prospect? (Trade press, website, etc.)

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If this meeting is successful, what will happen?

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What will I ask the prospect to do?

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What evidence will I bring to the meeting to support my position?

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What are the benefits to the prospect for doing what I'm suggesting?

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