

SALES CALL PLANNING CHECKLIST

- Do you have a stated outcome objective?
- Have you prepared questions in advance?
- Do you have something to demonstrate or present?
- Do you have a clear decision-maker profile?
- Have you compared and differentiated the value that you deliver from the value delivered by your competitors?
- Do you have a clear idea of the quantitative and qualitative aspects of the value your customers are looking for?
- Have you identified the specific offer you are making to the target market?
- Are you prepared to handle resistance and reinforce your position of value?
- Have you identified sources of proof to substantiate your ability to deliver on your value promise?
- Are you prepared to earn a commitment?

