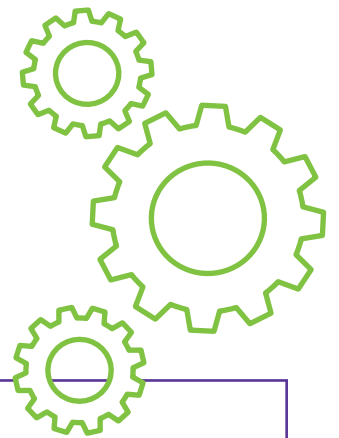


FOR SALES REPS

Prospect Call Guide

Call Guide for Prospecting & Sales Meetings

Complete this template before prospect calls or meetings to convert more leads and give yourself an unfair advantage over your competitors. No matter where you are in the sales process, use it to avoid disastrous surprises and keep opportunities moving forward.



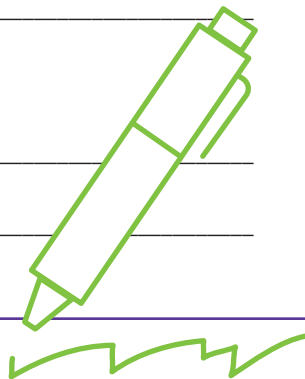
The Details

Contact's name: _____

Company name: _____

Contact's title and role: _____

Point in the sales process:



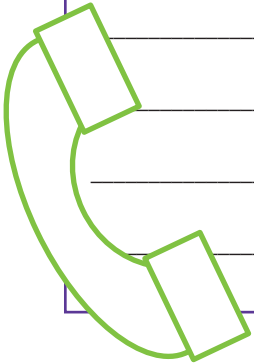
Our Goal

What's my goal for this call or meeting?

Why will the contact want to speak with me?

Open

What's my opening to grab the prospect's interest and share the purpose of the meeting?



Question

What questions do I need to ask to get the information I require based on where I am in the sales process and where the prospect is in the Client Buy Cycle?



Handle Objections

What are the top five objections I should anticipate?

1.

2.

3.

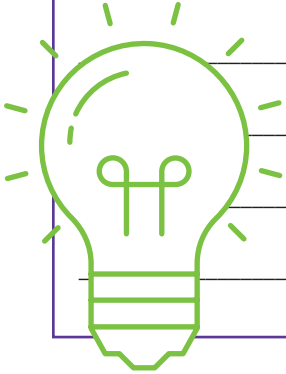
4.

5.



Recommend

What recommendations can I make to provide value, demonstrate credibility, and excite the prospect to move to the next step?



Prospect's Next Steps

What commitments do I need from the prospect? What action steps do I want the prospect to agree to?



We're Here to Guide You

If you would like coaching, training, or just a conversation as you navigate selling in these uncertain times, contact us at **+1-303-741-6636** or **info@klagroup.com** and let's talk.



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