



**Try Adding A Taping Process
To Your Selling Skills Strategy
& See What Happens**

**The 3rd Most Profitable Tip
For Improving
Your Outbound Sales Organization's
Prospecting Skills
Is
"Pre-Call Planning"**

**You Can Learn A Lot
Of Profitable Information
By Reviewing Your Salespeople's
Pre-Call Planning Strategy**

**Profitable Sales Growth Lies
in
Pre-Call Planning**

**You Don't Find
Marginally Profitable Companies**

**Executing Exceptional
Pre-Call Planning Strategies**

You Find
Marginally Profitable Companies
Executing Marginal
Pre-Call Planning Strategies

You Find
Highly Profitable Companies
Executing Exceptional
Pre-Call Planning Strategies

And You Find
Unprofitable Organizations
Having No
Pre-Call Planning Strategies
At All!

Leverage Business Intelligence

Business Intelligence Is “The Key”
To An Effective
Pre-Call Planning Strategy

**With the
Business Intelligence
Available Today**

**There's No Reason An
Outbound Sales Representative
Should Call A Target
Prospect or Customer Account**

**Without
A Valid Business Reason
Targeting
A Specific Customer Need**

**Questions To Use In Analyzing
A Sales Organization's
"Pre-Call" Planning
Strategy:**

Cold Call Questions

Is This A Target Prospect Account?

What Do you Know About The Account?

Is The Profile Accurate In Our CRM Database?

Who Is Your Target Contact?

How Did You Identify The Contact?

What Do You Know About The Contact?

What Is Your Purpose For Calling Today?

What Information Are You Pursuing?

What Will You Do With The Information?

Do You Have This Information Documented?

Pending Opportunity Questions

Who Are The Decision Makers Involved?

What Are Their Titles?

What Are Their Roles In This Opportunity?

Is This Opportunity Budgeted?

Was The Opportunity Put Out To Bid?

Did They Send Out An RFQ or RFP?

Who Are The Competitors?

What Is The Customer's Main Need?

What Solution Are You Proposing?

Why Did You Select This Solution?

What Are The Competitors Proposing?

When Is The Bid Due?

When Will A Decision Be Made?

How Will We Be Notified?

Active Customer Questions

What Products & Services Are They Using?

Where Are They Using Them?

What Are They Using Them For?

How Happy Are They With Our Products?

What Don't They Like About Our Products?

How Do They Feel About Our Support?

Who Are Our Competitors?

Why Did They Choose Us Over Them?

Is This The Parent Company?

Are There Other Affiliated Companies?

Are The Affiliated Companies In Our DB?

Are Any Of The Affiliated Accounts Active?

Has Each Affiliated Account Been Contacted?

When Did You Last Ask For A Referral?

Is Your Referral Request Documented?

Listening & Note Taking Skills

**Are Your Salespeople
Listening To Your Customers?**

**Observe The Notes
Each Sales Person Is Taking**

**While Your Prospects & Customers
Are Talking**

**It's Hard To Meet A Need
That's Not Effectively Defined!**

Skill & Commitment

**As You Observe Your Salespeople
Ask Yourself**

**Are Your Salespeople
Skilled & Committed Enough**

**To Connect With Your
Target Prospects & Customers
Long Enough..**

**To Earn The Right
For Your Prospects & Customers
To Open Up & Discuss The Challenges**

**They Are Facing
In Increasing Their Sales
& Reducing Their Costs**

**And How Your Company's Solutions
Could Help Them
In These Problem Areas**

How To Develop & Maintain Improved Selling Skills

Summary

**1) Focus On Key Areas Of Customer Interest
That You Can Provide Which Your Competitors Can't or Won't Deliver.**

**2) Use Testimonials, Case Studies & Referrals
To Demonstrate How Effective Your Company
Is At Solving The Problem For Which
You Are Proposing A Solution.**

**3) Focus Solely On Benefits That Are Targeted
To Meet The Immediate Customer Needs
For Which You Are Proposing Your Solution.**

**4) Produce A Sense Of Urgency
For The Prospect To Buy Now
To Maximize Their ROI.**

**5) When The Prospect Is In Agreement
Of The Many Ways Your Solution
Will Benefit Them**

Ask For The Sale!