

Your checklist

Do you have everything covered?

Before the sales call

- ☐ Who are you going to call (name, title, company, etc.)? LinkedIn can be used advantageously.
- ☐ What do you have in common?
- ☐ Are you prepared not to sound like a robot/ annoying telemarketer?
- ☐ What is your purpose for the call?
A meeting? To send materials?

Purpose

- ☐ Briefly tell why you are calling.
- ☐ Focus on the person, not yourself, your products, offers, etc.

The Conversation:

- ☐ Ask WH-questions.
- ☐ Listen to the person, show interest, and ask further questions.
- ☐ Sell like a doctor: what hurts? what is the cure? how can you help?

The script

Introduction (max 30 sec)

- ☐ Be mindful of your tone; talk to the customer as if they were your colleague.
- ☐ Present yourself briefly and relevantly.
- ☐ Ask for permission to speak: "May I borrow your ears for two minutes if I promise to return them in good condition?"
- ☐ Aim to get a smile or laugh from the person.

Finalization

- ☐ Summarize what you have agreed upon - and get the person to confirm it.
- ☐ Thank the person for their time.
- ☐ Follow up with a confirmation via email/ LinkedIn on the conversation or the agreed deal.

Personal notes
