

Module 02 The Power of Preparation
Unit 02 Researching Your Prospect
Understanding Prospecting

Sample Precall Planning Worksheet	
Company:	
Contact:	
Phone:	
Location:	
Source of Lead:	
Key facts I already know about...	
The company:	
My contact/prospect there:	
Goals to achieve by end of call	
Information I plan to gather about the company:	
Information I plan to gather about my contact/prospect:	
Information the prospect should know about me/my company:	
Specific actions the prospect should agree to take:	
How the company should feel about working with me/us:	

keep information organized using a planning worksheet that lists the key company statistics and includes a checklist detailing the purpose of the call.

Module 02 The Power of Preparation
Unit 03 Solving, Not Selling
Know your problem

Element	Description
Focus	Start with an objective; Identify the problem
Flow	Invite a diverse group of people to participate
Freshness	Use critical customer insights to ignite idea generation
Follow-Through	Appoint a scribe to take notes then prioritize and digitize
Frequency	Incorporate brainstorming into as many activities as frequently as possible

The Five Fs of Brainstorming help to guide a more effective process.

Module 02 The Power of Preparation
Unit 03 Solving, Not Selling
Benefit Statements

General Benefit Statement	Specific Benefit Statement
I have an idea that can help you lower your labour costs. Is that something you might be interested in?	If I can prove that I can help you reduce your labour costs by 10 percent, would you be willing to make a commitment?
I have some ideas about how to increase traffic to your Web site. Is that something that is of interest to you?	If I can show you how our social networking tool can drive 15 percent more traffic to your Web site during key seasonal periods, would you be willing to consider it?
I have some ideas about how to decrease your transaction time and take care of more customers every hour. Is that something you are interested in?	If I can show you how our product can decrease your transaction time for each customer by at least one minute, would you be interested in looking at the proposal?

Examples of General and Specific, Benefit Statements.

Module 02 The Power of Preparation
Unit 04 SMART Preparation
Make Your Objectives SMART

SMART Objectives	Objectives that are not SMART
Complete at least 25 cold calls to prospects by September 1, 2016.	Conduct as many sales calls as possible as soon as possible.
Increase sales of Waffle Wraps to grocery stores by 8% over last year	Sell as many Waffle Wraps as possible this year.
Convert 33% of leads to customers within 30 days of initial contact.	Convert some leads every day.
Follow up with every prospect within 48 hours of sales call.	Follow up with every prospect after a sales call.

SMART objectives give you the power to sell strategically by setting goals you can achieve.