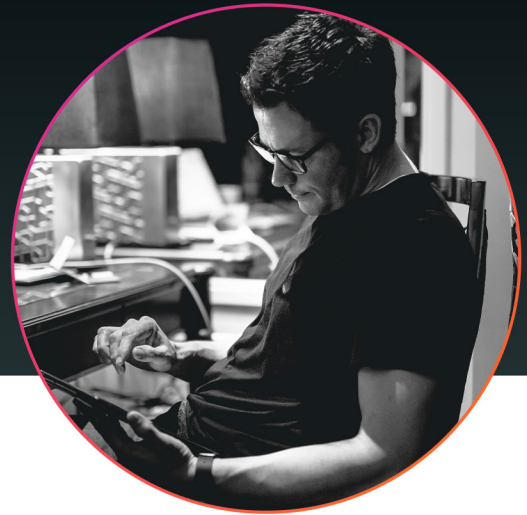


Sales Call Planning

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**?