

## the preparedness checklist

### REGULAR SALES COMMUNICATION

- at least two compelling opening statements of value for your prospect in each format
  - in person
  - on the phone
  - on voice mail
  - by email
  - by letter
- at least two different and specific follow-up voice mail messages
- at least five open-ended questions appropriate to your sales world (see final chart)
- at least one stock email response for any communication repeated in more than 30% of your sales efforts (can always be expanded or shortened in order to personalize the communication) – areas to consider include:
  - initiating interest
  - follow-up
  - secondary follow-up
  - price inquiry
  - literature or collateral material request
  - appointment confirmation
  - creating urgency
  - closing
  - thank you (business, referral, appointment, discussion, demonstration, etc.)
  - disqualifying
- at least two points of true differentiation from your competitors
- at least one statement that communicates a solid reason a prospect or customer should buy from you now (value/ urgency statements) (see sample section 1)
- fully prepared standard presentations (for formal & informal presentations)

# BE SALESready

## CHALLENGING COMMUNICATION

- at least one response to each of the top three objections you hear from prospects and customers
- at least one response to the “price is too high” objection (see sample section 2)
- at least one statement to move the price-sensitive prospect or customer to a discussion of value (see sample section 3)
- at least one statement to comfortably exit a sales situation no longer worth your time (see sample section 4)
- at least one response to the discount inquiry (“What can you do for me on the price?”) indicating a need for something more (or less) from the prospect or customer in order for a discount to be considered (see sample section 5)

## CLOSING COMMUNICATION

- at least two closing statements (see sample section 6)
- at least one statement asking for referrals

## TOOLS

- proposal templates for each product or service you sell
- contract/ agreement templates for each product or service you sell
- three customer references prepared in all possible requested formats
  - verbal
  - email
  - letter/ fax
- knowledge and/ or list of your company’s top five customers (in the event sharing this information has no negative competitive impact)