

Sales Call Guide

Customer Account: _____

Name & Designation: _____

Single Sales Objective: _____

Customer Concept to buy

- What is he trying to fix or avoid
- Who helped shape concept
- Customers personnel win

Action Commitments:

- Best Action
- Minimum Acceptable
- Micro Action commitments
- How to measure it

Getting Information:

- Confirmation Questions
- New Information Questions
- Attitude Questions
- Commitment Questions

Valid Business Reason:

- Purpose of the call
- Connection to customer concept
- What value customer will get from this meeting

Credibility:

- Prove your credibility:
- How to check or enhance in this call

Giving Information:

- Unique Strengths
- So what ? to customer
- Prove it

Post Call Analysis:

- Send a thank note. Minutes mail
- Set the follow up date in your To-Do reminder
- Update the CRM
- Communicate & update with all the internal stakeholders
- Analyze all the stake holders in customer world is covered
- Plan for the next call to fill the gaps