

Sales Call Prep

- **Questions for building rapport with another person on a sales call:**

- What kind of sports activities do you do in your free time?
- How did starting a business affect your life through this whole process?
- What professional activities were you doing before starting a business?
- What kind of expectations did you initially have with this business?

- **Example Situation, Problem, Implication, and Needs Payoff**

Questions you can use on a sales call:

—S. Q.

- What are the main three goals that this business has and you want to achieve it
- How responsive was your target market on different projects before?
- How often new categories of people are integrated into your target group?

—P.Q.

- What is the step where most on individuals from your target market lose their interest before buying from you?
- What is the main roadblock that you facing right now?
- What sales strategy did you try to implement to attract your target market's attention and didn't work?

—I.Q.

- How would look like your business in a year if your target market decide to constantly buy your products through our project?
- What is the business backup plan if from tomorrow it wouldn't be any more sales through a longer period of time, like 6 to 12 months?
- How many sectors of your business would benefit/lose based on the previous questions of winning or losing clients and sales?

—N.P.Q.

- What would be the main PayOff if our project is successful and the problem would be solved?
- What is the degree of value that will be brought to your business in the first months and the following years?