
SALES CALL PREP MISSION

Friday, 04.07.2023

Attendee

Rachel Ama, CEO

BUILD RAPPORT

Follow-up

1. *What will make this appointment worthwhile for you today?*
2. *What's the most important priority to you in this? And why is that?*
3. *What is the biggest challenge you face with your business today?*
4. *What do you enjoy doing outside of work?*
5. *What is your ideal outcome?*
6. *What are three things that are blocking you right now?*

SPIN QUESTION

Situation

- *Tell me about your company?*
 - *What do you sell?*
 - *Who is your target audience?*
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- *What is your role there?*
- *What does your average day look like?*
- *Can you tell me about your current processes?*
- *What resources are allocated to this problem/use case?*

Problem

- *How important is solving X problem to your business?*
- *Does your current approach ever fail?*
- *Do you think that problem can be solved?*
- *What will it take to get closer to solving that problem/pain point?*
- *If it were up to you, what would your approach to solving the problem look like?*
- *What barriers do you anticipate in making a decision? Implementing a solution? Getting users to embrace the change?*
- *What are your biggest day-to-day challenges?*

Implication

- *How does X problem impact your work?*
- *What goals are you unable to achieve because of this problem?*
- *How much more could your team achieve each week by solving X problem?*
- *How does it impact your customers/stakeholders?*
- *Has your current solution ever caused your business to miss critical milestones/targets?*
- *If you had more resources to solve this problem, how would you spend them?*

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- *How much are you spending on your current solution?*

Needs Payoff

- *What would solving this problem mean for your business?*
- *How would finding a solution help you succeed in your role?*
- *How would it help your peers, partners, and subordinates?*
- *How would solving the problem enable you to do A, B, or C?*
- *Would X solution increase stakeholder buy-in?*
- *Would Y tool help your team do A, B, and C?*