

Sales Call Prep Mission

Rapport Building Questions

- Hey how are you doing its nice to meet you and put a face to the name
- What are you up to today?
- Intro myself
 - Psychology graduate
 - Last 5 years spent in the financial services industry dealing with customers
 - Past 6 months working on the b2b side, client relations, managing reports ect.
- How did you get started in (whatever business they are in)?
- How long have you been in business for?
- If they ask what do you actually do
 - Im a copywriter & digital marketer, I help businesses like yours boost sales through a variety of changes to your current outreach. (personalise this to them, if they use emails mainly say emails, if they use facebook say facebook)
 - Frame it as a test - I want to create a new email sequence and we can test it against your current outreach, see what works what doesnt work and we'll iterate on that

Situation Questions

In order to provide value I need a solid understanding of your business, your offer, & your customers.

- Hows business at the minute? I know its not been an easy time to be a business owner the past few years.
- What are the key goals the business is working towards for the year?
- How is your progress on these?
- What marketing initiatives have you tried and seen to be successful in the past
 - If they give multiple options then ask:
 - Which are you focusing on
 - Which is giving you the best return
 - Which is getting the most reach
- How much time/funds do you already allocate to marketing?
- Do you do this yourself or do you have a team/assistance with this?
- Whats your 5-10 year vision for your business? Scaling, acquisition, retirement?
- What products are your biggest earners
- What are your weakest earners
- Who are your main competitors?

Identify the customer

- So the last the last thing I'd want to do is come in and damage the relationship youve built with your customers. So I want to understand them a little better.
- Ideal customer
- How od you find customers

- What products are you trying to sell
- What products do you want to sell in the future

Problem Questions

- If you could wave a magic wand and have one thing done in aid of your goals what would it be
- What if anything have you already done to attempt to do this?
 - What were the results? Did you learn anything new about your business?
- In your opinion what is limiting your growth the most

Implication Questions

- Once we complete this goal how will your business be impacted
 - Revenue increase?
 - Increased exposure?
 - Lead gen?
- If you are unable to reach these goals where will your business be this time next year?
 - Improve, stay the same, decline?
- If your growth was to stagnate how long would it take for your competition to overtake you?

Needs Payoff Questions

- Once we reach your goal what will that look like in terms of revenue increase, profit increase and customer base increase?
- If we can increase the amount of new customers you have what is the LTV of each of these?

Pros of working with me

- I'll be honest with you, you would be one of my first clients. Not the first so no need to worry about that
- I know some might see this as a reason not to work with someone but I'd argue the opposite.
 - If we feel that we'll be well suited to work together in the future you'd have a large proportion of my attention
 -
- Specialise in short form copy for social media and websites as well as email sales funnels.