

Mission - Sales Call Prep

1 - Set up your back drop for a video call and decide how to improve your dress and grooming

I need to pay special attention to:

1. Have natural light directed to my face
2. The background needs to be as professional as possible
3. Wear casual but elegant/"tailored" clothes like a nice shirt or a polo
4. Have decent grooming (nice haircut, shaved face, clean face skin etc.)

2 - Write out 2-3 questions you can use to build rapport with another person on a sales call

- What aspects of your work do you find more exciting?
- Can you tell me more about your company's mission and values?

3 - Write out example Situation, Problem, Implication, and Needs Payoff Questions you can use on a sales call

Situation:

- What 's your story? How did you create your business?
- What is your main target market?
- What's your current situation in terms of business and where do you want to go in the near future? What are your goals?

Problem:

- What's keeping you from reaching your goal?
- What mistakes are you making that you'd like to fix?
- Have you ever tried to change the way you write your emails/ads? And if so, why do you think you didn't achieve the results you wanted?

Implication:

- Imagine yourself 5 years from now not having achieved more sales. Will this future situation be worrying?

Needs/Payoff:

- What do you think will happen if you reach your goals and get more sales in the next 2 years?
- If you're able to solve this problem and get more people to purchase your product, how much more revenue is that going to bring to your business?