

2. *What can I include in the resource for them to immediately implement what we learned in the call before they work with me?*

3. *What do I need the prospect to know about themselves / their business that will justify working with me?*

4. *What do I need the prospect to know about myself / my business that will justify working with me?*

5. *What type of resource can teach this?*

6. *What ways can I deliver this resource to teach this?*

Keep this spreadsheet on hand while you're working on sales activities in your Buyer's Journey spreadsheet.

[Share your questions, wins and challenges about this worksheet! Email caitlin@storyspeak.net with the subject line "NLE 2".](mailto:caitlin@storyspeak.net)