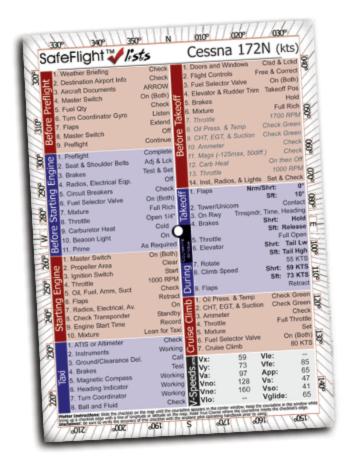
Day 4



Preparing for the call:

What do I know about this person?

What do I know about their business?

Who is their competition?

What is their competitive advantage?

What are the first words I am going to say walking in the door?

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Top performing sales people are top performers because they ask the most questions. They also ask the most thought provoking questions.



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What will you do if:

You are stood up?

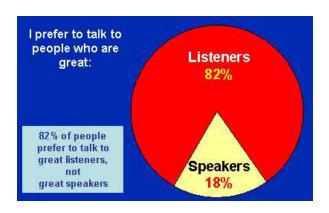
Your competitor is there when you get there?

You contact is in a lousy mood?

Your kid calls with a problem when you are on the way?

The business is jammed with people when you get there?

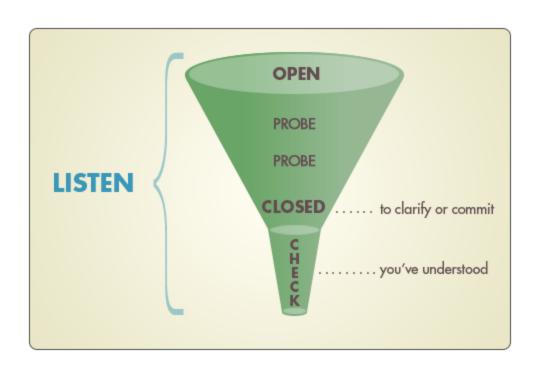
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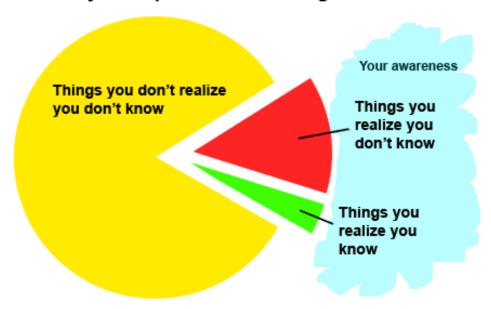
"Most people do not listen with the intent to understand; they listen with the intent to reply."

Stephen R. Covey

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Body of all possible knowledge



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