

MANAGER'S MEETING GUIDE

PRE-CALL PLANNING IN A NUTSHELL

BEFORE YOUR TRAINING MEETING

<p>1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.</p>	<p>Date of training meeting: _____</p> <p>Time of training meeting: _____</p> <p><input type="checkbox"/> I have invited my team.</p>
<p>2. Listen to this week's audio lesson.</p>	<p><input type="checkbox"/> I have listened to "Pre-Call Planning in a Nutshell."</p>
<p>3. Key points to remember:</p>	<p>There are three things you should know before you conduct a sales interview. If you know the answers to these three questions, you will be far ahead of your competition and will likely have a productive appointment:</p> <ol style="list-style-type: none">1. What do you want to accomplish on this appointment?2. How will you handle resistance?3. What action do you want from the lead or applicant at the end of the appointment?
<p>4. Get ready for your training meeting the day before it's going to be held:</p>	<ul style="list-style-type: none">• Make sure the meeting room seating is arranged for group discussion.• Be sure to have at least one large whiteboard and/or flip chart with markers.• Send an e-mail, voice mail, or memo reminder to your team.

Topics for Discussion/Action at Your Training Meeting on “Pre-Call Planning in a Nutshell”

- What are the three questions you should ask yourself before any sales interview?
- How confident were you that you could answer each question for the interview you described on the Sales Success Worksheet? What information are you missing (if any)?
- If you are having trouble answering the three questions for your upcoming appointment, where or how can you get the information you need? What has worked for you in the past?
- Why do you think it's important to set a goal for each interview? What are some goals you have set for interviews?
- What are some good ideas you have for handling resistance?

SALES SUCCESS WORKSHEET

PRE-CALL PLANNING IN A NUTSHELL

I listened to *“Pre-Call Planning in a Nutshell.”*

- What are the three questions you should ask yourself before each sales interview?

1. _____
2. _____
3. _____

- What is the date of your next appointment?

With Whom?

- What are the answers to each of the three questions for this lead or applicant?

1. _____

2. _____

3. _____

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.