

Sales objectives

Preparation:

- ✓ Who do I want as a customer?
- ✓ Qualify potential customers according to my objectives!
- ✓ What are my assumptions about the potential?
- ✓ What is likely to have the customer's interest?
- ✓ Who is the person to contact?
- ✓ Who do I know that knows the company or person?
- ✓ How do I establish contact?
- ✓ How will I be measured by my manager/organisation?
- ✓ Should I drop the effort or invest more time and energy in the process?

Contact:

- ✓ How many times shall I attempt contact?
- ✓ By mail, phone or in person?
- ✓ Is the person interested?
- ✓ Are they ready to make a change?
- ✓ Are my assumptions about their potential unchanged?
- ✓ How likely is it that we will come to an agreement?
- ✓ How good was the first contact on a 1-5 scale?
- ✓ How will I be measured by my manager/organisation?
- ✓ Should I drop the effort or invest more time and energy in the process?

The meet:

- ✓ Did they confirm readiness to change?
- ✓ Are they ready to receive a written offer?
- ✓ Are they ready to meet to receive the offer?
- ✓ Did they accept to give a go/no-go at an exact date?
- ✓ How good was the meeting on a 1-5 scale?
- ✓ Are my assumptions about their potential unchanged?
- ✓ How will I be measured by my manager/organisation?
- ✓ Should I drop the effort or invest more time and energy in the process?

Follow-up

- ✓ Did I follow up as agreed?
- ✓ Did I get a clear go/no-go on interest in us?
- ✓ Did I ask for a firm decision on a cooperation? A clear "yes" or "no"?
- ✓ Are my assumptions about their potential unchanged?
- ✓ How good was their reaction on a 1-5 scale?
- ✓ How will I be measured by my manager/organisation?
- ✓ Should I drop the effort or invest more time and energy in the process?
- ✓ What happens next?
- ✓ Could this contact generate new potential leads?