

# 4 STEPS TO HAVING AN EFFECTIVE SALES CALL

#### **1. OPENING**

- Break the ice
- Confirm the time
- Agree on agenda

#### **2. PROBLEM IDENTIFICATION**

- ID problem or opportunity
- · Learn what's been tried before
- Understand problem in all dimensions (Time \$ Reputation)

### **3. PROCESS FOR SOLUTION**

- Options
- Pros + Cons
- Preferred course of action w/ back-up

## 4. CLOSE

• WHO is going to do WHAT by WHEN?

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