



# 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?