PURPOSEFUL SALES CONVERSATION

Contact(s) Name(s) and Company: _____

Buying Role(s)*: _____

☐ First Meeting ☐ Regular Review ☐ Proposal Meeting ☐ Secure Sale ☐ Other _____

Potential Revenue:

P

PREPARE: Who are you meeting with?

*Buyer Role

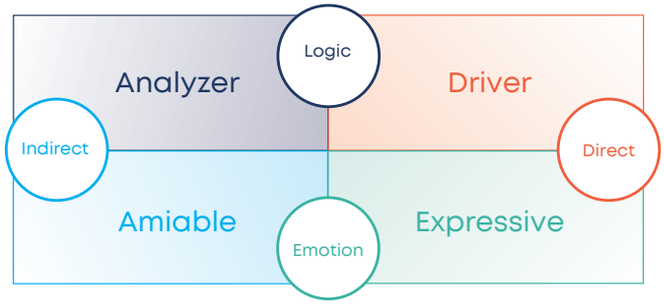
The Final Decision Maker

User

Advisor

Champion

*Personality Style



U

Customized Unique Value Proposition - How will you customize your UVP for this client to make it more benefit oriented to them?

Research the buyer, company and industry (Google, LinkedIn). Existing Clients: Are there any past sales, volume or products purchased from your company?

Research....

©Teneo Results

P U R P O S E

CONVERSATION FRAMEWORK

PURPOSE CONVERSATION FRAMEWORK

P Prepare - Did you/ do you

U Understand Your Customer

R Rapport & Relationship

How do I adapt to their Personality Style?

P Purpose

State the purpose and length of time for the meeting

O Open Ended Questions

What are the GREAT questions I will ask about their business?

S Summarize & Solutions

Summarize and identify their priorities to collaborate on solutions.

E Execute & Next Steps to Secure Business

Secure time & date for next meeting/next step - ask for business.

Next Meeting Date: _____ Time: _____

Rate this Opportunity: ☐ Luke Warm ☐ Warm Hot ☐ Hot

©Teneo Results