

ICSC Warm Sales Call to Get an Appointment

Competitor Name _____ University _____

Buyer _____

0

Preliminaries

Professional Introduction – First name, last, Co. name, title/position

out of 7

0

Preliminaries

b. Build rapport - Warm up the call with a reason why you were calling

out of 6

0

Preliminaries

Demonstrate knowledge of the buyer or buyer's company

out of 7

0

Preliminaries

Transition smoothly to investigating stage with a question specific to buyer's business

out of 6

0

Investigating

Situation – Determine relevant facts about the company and/or buyer

out of 15

0

Investigating

Problem – Uncover primary need and cause for the initial document download

out of 10

0

Demonstrate Value

Articulate your company's Value Proposition

out of 7

0

Demonstrate Value

Present a potential solution based on the need of the buyer

out of 7

0

Demonstrate Value

Use at least one trial close during the signature value discussion

out of 6

Demonstrate Value

Provide a logical and convincing presentation regarding the value of meeting with you

out of 7

0

Objections using CRC

Overcome any objections

out of 7

0

Closing

Be persuasive in presenting a reason to meet with you

out of 7

0

Closing

Ask for the face-to-face meeting, confirm DATE, TIME, and LOCATION

out of 8