**Sales Call Guide**

**Account:**

**Maximum Call Objective:**

**Minimum Call Objective:**

**Assess your credibility and position with the customer**:

**Open**:

Possible Rapport Topics:

Opening Statement:

Business Reason:

Leading Confirmation Question:

**Five Key Pieces of Information**:

**Questions to Ask**

|  |  |
| --- | --- |
| Confirmation Questions | New Information Questions |
| Attitude Questions | Commitment Questions |

**Giving Information:**

|  |  |  |
| --- | --- | --- |
| Unique Selling Points | Benefits | Proof Source |
|  |  |  |
|  |  |  |
|  |  |  |

Proving Method:

**Closing:**

Possible Objections/Basic Issues:

Possible Basic Issue Questions:

Possible Closes (at least 2):