

QUALIFYING CALL CHEAT SHEET



<p>SITUATION</p>	<p>RAPPORT</p> <ul style="list-style-type: none"> ▪ Show you did your research ▪ Reference something specific from LinkedIn ▪ Mention a press article or announcement about the company ▪ Relate personal experience to their product or service 	<p>WHY ARE WE HERE?</p> <ul style="list-style-type: none"> ▪ What brought you to the website ▪ Any particular reason for getting in touch? ▪ So, what about my message interested you? ▪ How did you hear about us? 	<p>ABOUT THEIR BUSINESS</p> <ul style="list-style-type: none"> ▪ I've read about your company and checked out your website... ▪ I'm always curious to hear first hand - how do you describe your business and the problem you solve for your customers?
<p>STRETCH THE GAP</p>	<p>FUTURE- PRESENT</p> <ul style="list-style-type: none"> • Going back to the reason for the call, how does this affect your team or long term strategy? • Where do you need to be with this in 6-12 months? 	<p>WHAT'S BEEN TRIED? HOW LONG?</p> <ul style="list-style-type: none"> • Is this a new issue or something that's been developing for some time? • What have you tried in the past? How did that work out? • How are you solving for this today? 	<p>MISSING + NEED</p> <ul style="list-style-type: none"> • Where are you relative to where you need to be? • Have you made progress in this project? • What do you feel like you need? • What's missing? • Do you have any other initiative or solutions in place to address this? How are they working?
<p>TAKE ACTION</p>	<p>URGENCY: LATER VS SOONER?</p> <ul style="list-style-type: none"> • How quickly do you plan to address this? • Is this a sooner thing or one of those "important but not urgent" problems? • When do you have time to address this? • Is there a deadline looming for this solution/project? 	<p>RECAP</p> <ul style="list-style-type: none"> • You have <problem> and it's costing you <pain> • You've tried XYZ but <solution> is still missing... • You're considering ABC • It sounds like what you really need is <solution> 	<p>WHO, HOW & NEXT STEPS</p> <ul style="list-style-type: none"> • Good news... I think we can help... • Who else would we be bringing into this decision/project? • Which departments need/want to get involved? • Would it makes sense to go more in depth and discuss <solution> on <date>? • Who should I invite?