

THE Q AND A SALES PODCAST
with **PAUL REILLY**

PREPARING FOR THE TOUGH TIMES SALES CALL

Our research shows that 95 percent of top-achieving sales professionals plan every sales call. By completing this exercise before every meeting, you are putting yourself in the same category as top achievers.

TOUGH TIMES QUESTIONS

What is the objective of this call?

How will I demonstrate support on this call?

How can I be a merchant of hope on this call?

How will I stretch the buyer's time horizon?

What is my probing objective?

What is my presentation objective?

What obstacles do I anticipate?

How would you describe the overall health of this business before the tough time?

How has the specific industry been impacted by this tough time?

What action do I want the customer/prospect to take at the end of this call?
