

CHECKLIST

COMMUNICATING WITH PROSPECTIVE CLIENTS

Before you meet with a prospective client, you should make sure that you have answers to some of their questions, concerns, and objections. To help you prepare, use this checklist to gain insight into your customers' minds.

Communication "Dos"

- Provide questions, alternatives and choices for making their own decisions.
- Be specific and leave nothing to chance.
- Provide suggested solutions for them to follow.
- Be isolated from interruptions.
- Ask specific (preferable "what?") questions.
- Come prepared with all requirements, objectives & support material in a well organized package.

Why They Might Say "No"

- Don't perceive cost/benefit.
- Don't trust the individual selling it; lack of relationship and credibility.

What Might Make Them Say "Yes"

- Affordable - Time and money. Time may be more important than money.
- Easy - Easy to understand, easy to implement.
- Belief - Believe that the individual's product can deliver what they're promising