



## **SELLING THROUGH TOUGH TIMES**

GROW YOUR PROFITS AND MENTAL RESILIENCE THROUGH ANY DOWNTURN

### **TOUGH TIMES CALL PLANNING TEMPLATE**

Our research shows that only 10 percent of sellers routinely plan their sales calls. Tough timers use pre-call planning to gain a significant advantage over the competition. Pre-call planning is addressed in Chapter 13. Before your next sales call or meeting, answer these 10 questions.

**WHAT IS MY CALL OBJECTIVE?**

**HOW WILL I DEMONSTRATE SUPPORT ON THIS CALL?**

**HOW CAN I BE A MERCHANT OF HOPE ON THIS CALL?**

**HOW WILL I STRETCH THIS DECISION MAKER'S TIME HORIZON?**

**WHAT IS MY PROBING OBJECTIVE?**

**WHAT IS MY PRESENTATION OBJECTIVE?**

**WHAT OBSTACLES DO I ANTICIPATE?**

**HOW WAS THE OVERALL HEALTH OF THIS BUSINESS BEFORE THE TOUGH TIME?**

**HOW IS THIS SPECIFIC INDUSTRY IMPACTED BY TOUGH TIMES?**

**WHAT ACTION DO I WANT FROM THE BUYER AT THE END OF THIS CALL?**