

Persuade to Profit

Structuring Sales Calls

- Why did you decide to book this call with me?
- Why is now a good time to book this call?
Or What are the issues going on now that lead them to get on the phone with you.
- Use info from the application to find out what's going on.
 - What obstacles are in the way?
 - What is their goal?
- You are interviewing them see if good fit.
- Remember people buy confidence.