



How to generate interest in high level meetings

Pre call research

- ◆ Research information on the basis of the person you intend to call/meet.
- ◆ Do not do research to find out about the company. You don't have time!
- ◆ Find out information to support your commercial proposition
- ◆ Find out information that will support your reason why he/she should meet you.



The process

1. Set the scene (introduction, me , the company, what connects us to today)
2. Why we are meeting (benefit of meeting not the sales proposition)
3. What I want to talk about (What does he/she want to talk about also?)
4. What I'd like to agree on if the meeting proves fruitful. (ask agreement)
5. What I know about you/your company.
6. What conclusions I have made from that knowledge
7. What we have done for others/could do for you related to that conclusion.