Activity: Creating Your Pre-Call Plan

UP YOUR GAME THROUGH PRE-CALL PLANNING

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| DECISION-MAKER PROFILES

| NAME | TITLE/ROLE | PERSONAL WINS | EXPECTED OUTCOMES |
| --- | --- | --- | --- |
| Lila Hughes | Chief Information Officer | Enhance data security and privacy | Understand technical aspects of the solution, including compatibility with existing systems, ease of integration, and scalability |

DESIRED OUTCOMES

| # | OUTCOME |
| --- | --- |
| 1 | Discover business and personal pain points |
| 2 | Identify key decision-makers |
| 3 | Determine dates and events driving decision timeline |

PAIN INDICATOR QUESTIONS

| # | QUESTION | INTENT BEHIND QUESTION |
| --- | --- | --- |
| 1 | How scalable is your current solution? | Competitive advantage: our solution is more scalable than competitors’ |
| 2 | Are there any regulatory or compliance requirements you need to meet? | Uncovering buying process and requirements |
| 3 | What challenges are you facing around data security? | Qualifying question to discover sufficient pain |

PROSPECT QUESTIONS

| ANTICIPATED QUESTION | YOUR RESPONSE |
| --- | --- |
| How can you help us? | I’ll need a better understanding of your challenges . . . |
| What makes you different from your competitors? | Our value proposition is . . . |
| How quickly will we be able to implement your solution? | When are you hoping to have a solution in place? |

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