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? | |