

# Module Three:

## *Sales Appointments*

Worksheet:  
❖ Decision Makers

## Decision Makers

Often the decision makers aren't whom you see. The person you are speaking to could well be the decision maker but that isn't to say that other people don't have an influence before or after a sale has been made.

An employee will have to justify their spend and/or choice of provider. An individual may have to justify to their partner, friends, or family why they made the investment. The stronger your message and personal brand, the less work your new client will have to do and the better your working relationship.

In the left side of the table, write down possible people involved in your client's life and what they might need to see to support the decision. On the right, write ways you might meet this need.

Who else is involved in this decision?	How can you support them?

Tip: A 'LinkedIn Profile' review is a diagnostic of just one person, however the solution presented is often for the company as a whole. Therefore, if there were multiple company directors, it wasn't likely the session would have all the necessary decision makers. To overcome this we began recording the sessions and providing it as a resource to help the person sell internally on our behalf.