

Module Three:

Sales Appointments

Worksheet:
❖ Mapping the Session

Mapping the Session

Having now identified exactly what you have achieved within a session, begin to create some anchors that will help you keep the conversation moving forward and on track.



Use the sections below to start formalising the questions you're going to ask at each point.

Tip: Design all questions to lead the person to say 'yes'.

Introduction & Setting the Stage

(Refer to the script and pull out the key question you will ask)

Discovery

(Summarise the best questions from the Worksheet 'Designing Questions')

Presentation

(Summarise the key points from the Worksheet 'Designing Your Presentation')

Closing the Deal

(Refer to the script and pull out elements you need and/or create your own)

Once you have completed this you'll have the beginnings of your script. Why not type it up and use the time for rehearsing the conversation in your mind. You can use a symbol to acknowledge when you need to pause and wait for a response. Begin using the script and revising it until you're happy.