

A person is sitting on a beach at sunset, looking at a laptop. The sky is a mix of blue and orange, and the water is calm. There are some small boats in the distance.

By failing to prepare,
you are preparing to fail.

BENJAMIN FRANKLIN

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SHORTEN YOUR SALES CYCLE

CHECKLIST

- Do you look the part and or sound the part of someone who can be trusted?
- Are you full of energy and positive thoughts?
- Did you get a good night's sleep?
- Do you know your product and industry as well as you should?
- Do you have the attitude of "How can I best support and contribute to the customer in front of me?"
- Do you promptly greet your customers without making them wait?
- Do you have all the support materials you need?
- Are you aware of any product changes?
- Do you know the latest trends in your industry? How about in theirs?
- Are you looking for reasons the customer will buy, instead of why they won't?
- Have you checked out your customer's website to understand everything you need to know about how their company does business?
- Have you researched your contacts on LinkedIn?
- Do you have any mutual connections?
- Have you contacted them to find out more about your prospect?
- Have you read any of their literature specific to them?
- Do you understand their roles and responsibilities and key initiatives
- Have you looked at their personal photos?
- Do you call the day before to confirm your appointment?
- Have you uncovered any changes or events in their lives or their business that would cause them to act or not act on your product offering?