

Your Sales Plan - People don't plan to fail, they fail to plan

Name of Account: _____

Kind of Business: _____

Individual's Name: _____ Title: _____

What is my objective on this call? _____

The most important things you need to know to determine the need: _____

Product/ service you are going to sell: _____

How will the customer use your product/service? _____

Three most important facts about my company: _____

What sales aids are you going to use? _____

What "features/benefits" are you going to present?

(1) Feature: _____

Benefit: _____

(2) Feature: _____

Benefit: _____

(3) Feature: _____

Benefit: _____