Startup Selling Qualification Call Worksheet

SITUATION	RAPPORT	WHY ARE WE HERE?	ABOUT THEIR BUSINESS
STRETCH THE GAP	FUTURE	PAST	PRESENT
TAKE ACTION	RECAP	URGENCY	NEXT STEPS

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	RAPPORT	WHY ARE WE HERE?	ABOUT THEIR BUSINESS
SITUATION	• Show you did your research • Reference something specific from LinkedIn • Mention a press article or announcements about the company • Relate personal experience with the product(s) the prospect sells	• "What brought you to the website?" • "Any particular reason for getting in touch?" • "How did you hear about us?"	• "I've read about your company and checked out the website… • "I'm always curious to hear first hand – How do you describe your business and the problem you solve for your customers?"

	FUTURE	PAST	PRESENT
STRETCH THE GAP	• "Going back to the reason for the call, how does this affect your long term or larger company strategy?" • "Where do you need to be with this in 6-12 months?"	• "Is this is a new issue, or something that's been developing for some time?" • "What have you tried in the past?"	• "Where are you relative to where you need to be?" • "What do you feel like you need?" • "What's missing?" • "Do you have any other initiatives or solutions in place right now to address this problem?"

	RECAP	URGENCY	NEXT STEPS
TAKE ACTION	• "You got [INSERT PROBLEM] and it's costing you [INSERT COST]…" • "You've tried XYZ…" • "You're considering ABC…" • "It sounds like what you really need is [INSERT SOLUTION]"	• "How quickly do you plan to address this?" • "Is this is a sooner thing (i.e. fix by the end of year/quarter) or one of those 'important but not urgent' problems?"	• "Good news… I think we can help…" • "Who else would you be bringing into this decision?" • "Which departments will want or need to get involved?"

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