Startup Selling Qualification Call Worksheet

	RAPPORT	WHY ARE WE HERE?	ABOUT THEIR BUSINESS
SITUATION			
STRETCH THE GAP	FUTURE-PRESENT	WHAT'S BEEN TRIED? HOW LONG?	MISSING + NEED
TAKE ACTION	URGENCY: LATER VS SOONER?	RECAP	WHO, HOW & NEXT STEPS

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SITUATION

RAPPORT

- 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

WHY ARE WE HERE?

- "What brought you to the website?"
- "Any particular reason for getting in touch?"
- "How did you hear about us?"

ABOUT THEIR BUSINESS

- "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?"

STRETCH THE GAP

FUTURE-PRESENT

- "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?"

WHAT'S BEEN TRIED? HOW LONG?

- "Is this is a new issue, or something that's been developing for some time?"
- "What have you tried in the past?"

MISSING + NEED

- "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?"

TAKE ACTION

URGENCY: LATER VS SOONER?

- "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]"

RECAP

- "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?"

WHO, HOW & NEXT STEPS

- "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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