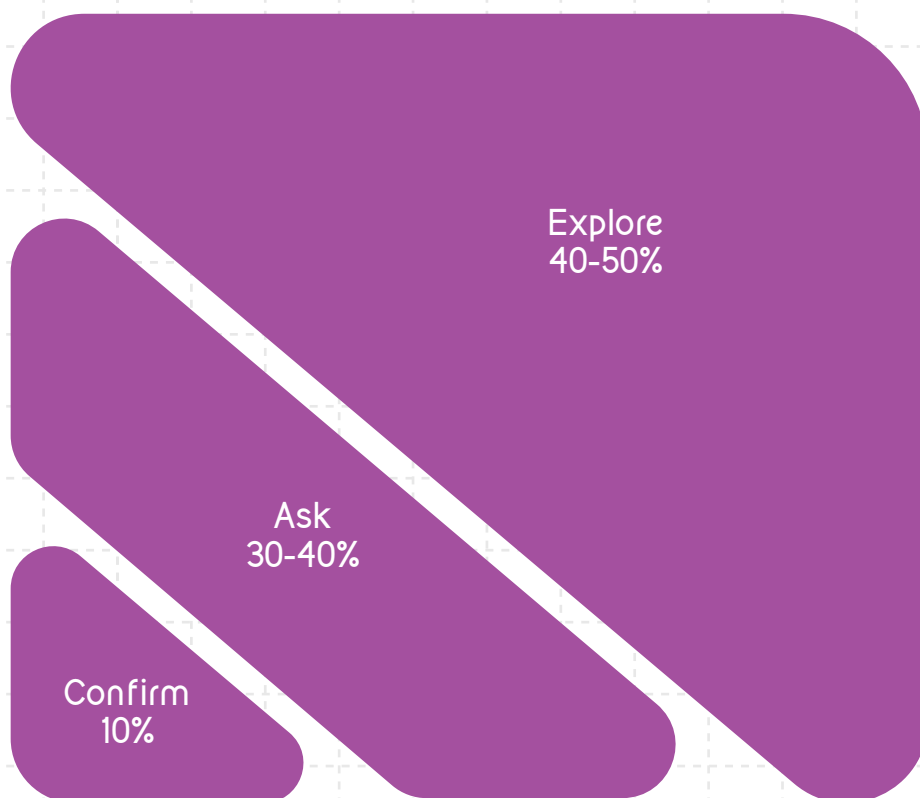


THE STARTUP SELLING CONFIRM-ASK-EXPLORE SALES MEETING PLANNER



CONFIRM:

Take the lead in the meeting by stating the purpose of your meeting:
"The purpose of our meeting today is ..."

Take control of the meeting by stating the agenda:
"We have an hour set aside, so I'd like to suggest that we spend 5 minutes confirming and recapping our previous conversations, then spend about 20-30 minutes asking and answering questions that we have for each other, then setting aside the last 20-30 minutes exploring the next steps from here. Does that sound good?"

State/Restate the customer's "critical business issue" - the problem that they need to solve, and that your product/service solves, based your research and/or previous conversations.

State/Restate the gain the customer will realize by solving their CBI? (Think: What is my value proposition for this prospect?)

What did you discuss in your last meeting? What were open loops that are either still open, or are now closed?

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ASK:

This is the mutual learning phase of the meeting.

"I've got a few of questions coming out of our last conversation, and I'm sure you have a few for me."

Focus this segment of the meeting around learning new information, changes to the prospect's situation, budget, timeline, authority, history of the problem or situation, and additional influencers, departments or individuals that will need to be included in the evaluation and purchasing process.

EXPLORE:

What are open loops that you can establish to advance the sales opportunity?

What are the "Next 3 Steps" that you can propose to maintain momentum?

What meetings with additional influencers, 1:1 meetings with attendees from this meeting, resources or information are required to advance the sales opportunity?