



+

Prepping for THE BIG MEETING



+ Less of this...



“Got a big meeting,
I’m going to need that tie clasp.”

+ More of this...



+ The Problem



+

You've the heavy
Lifting





SELL
THE PROBLEM
YOU SOLVE,
NOT
THE
PRODUCT.



+

You got the buyers in
the room



+

... but will they take
any action?



The Opportunity



+ "Advances" (not continuations)



+

Clear path to the next
step



+

Predictability



+

Scale your sales process

