® PROSPECT MEETINGS

First impressions really do count – so how do you make the most of them when meeting new prospects?

The usual approach of flattening them with a thick PowerPoint presentation about your company and solution portfolio – that just doesn't work anymore.

They likely know most of that from your web site already.

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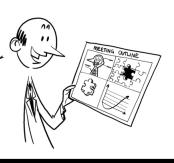
So, how can you make the most of the precious minutes you have in front of a prospect to uncover needs, create a desire for your solution, and demonstrate your professional preparation?

Professional preparation

How about using an Appointment One-Pager? It's a simple one-page document that summarises

- Your research about the company
- The potential challenges you have identified
- How your solution would address each challenge
- The benefits other reference companies have achieved

WELL RESEARCHED,
HAS INDUSTRY EXPERIENCE,
WORTHWHILE MEETING
HIM!



If you prepare an Appointment One-Pager in advance, it could also serve as the outline for your initial call – and improve your chances of getting the meeting in the first place.

So, there it is, a simple tool to get more meetings with prospects, and make your first impression count.