



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.



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



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.