

## Consultative sales process checklist

Name:	Always	Usually	Sometimes	Rarely	Never
I have a clear understanding of all of our sales propositions – features and advantages					
I consistently pre-plan my calls/meetings: gathering the necessary information, setting measurable objectives, planning my tactics					
I use a professional rapport building structure for opening all calls/meetings: names, time check, link to the source, company thumbnail, purpose/ agenda, DMP check					
I use a set of planned questions/funnels, designed to identify 'hot spots' and build the value of our sales proposition					
I use Factual, Opinion, Impact and Change questions to draw out the prospect's real 'iceberg' drivers (pain/pleasure)					
I am 'present' throughout the call/visit, listening actively to truly understand all of the prospect's needs, wants and drivers					
I summarise and check my understanding frequently throughout the questioning process					
I do NOT talk about or pitch our products/services until I have fully understood ALL of the prospect's needs and wants (and the prospect has confirmed this)					
I summarise each need and want and explain how our product/service will meet each – checking the prospect has understood the benefit each time					
I respond to any concerns/barriers with a structured questioning process to truly understand the issue (avoiding defensiveness) and then resolve it					
I ask the prospect for commitment to the next stage and agree timeframes, next steps etc.					