Prospect Conclusion Example

SALES CALLS 2

14 — I want to **sign on the line which is dotted.**

13 — I want to **put together an SOW (Statement of Work).**

12 — I want to know **how much it costs.**

SALES CALL 1

11 — I want to know **exactly how you plan to achieve** the best objective.

10 — I want to know **that you clearly understand my problem and can lead my thinking** with the best objective to solve it.

1-TO-1 EMAIL INTERACTIONS

INQUIRY

9 — I want to know that **you can address these specific concerns** (varies by company).

8 — I want to know **that you are the best company** to solve my problem/drive performance.

7 — I want to know **why it's urgent** that I focus on this now.

LEAD NURTURING

6 — I want to know **why it's important** that I focus on what you can help me with.

5 — I want to know how you do what **you do and why it's relevant to my situation.**

EMAIL OPT-IN

4 — I want to know it's possible that **you can help me achieve something.**

RETURNING WEBSITE VISITOR

3 — I want to know that **these results are potentially repeatable.**

2 — I want to know that **you have gotten results** in the areas I'm interested in.

NEW WEBSITE VISITOR

1 — I want to **learn** about what your company can offer me.

Conclusions · Website · Email · Hand Raise

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