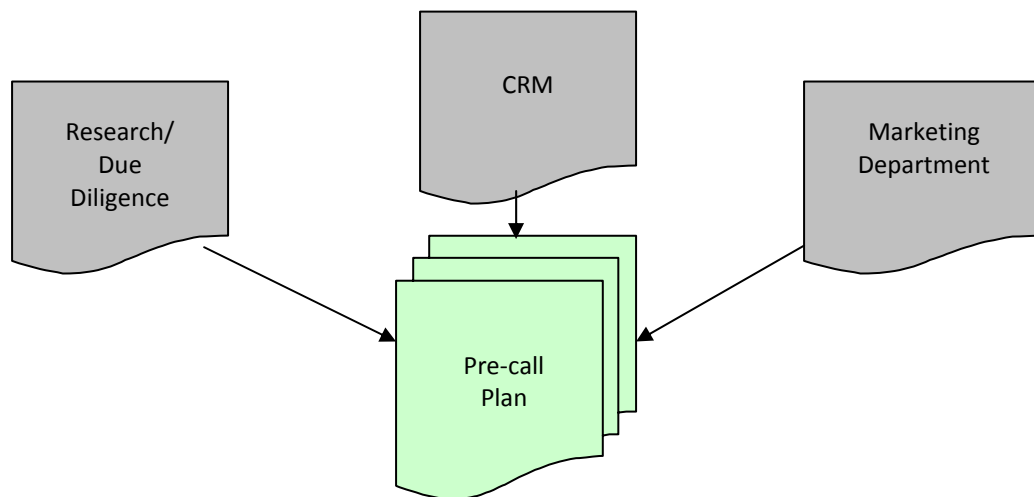


Pre-call Planning is More than Pre-call Research



A very common misconception exists that pre-call planning consists solely of conducting market and prospect/customer specific internet research. To set the record straight, this type of research is referred to as *pre-call due diligence*. It is not to be confused with actual planning for call success. As illustrated below, “pre-call due diligence” is only one source of “intelligence” that you should analyze prior to writing a pre-call plan. The other 2 are your CRM system and your marketing department.



The following table presents intelligence sources of pre-call due diligence:

Source	Intelligence
Internet	Industry: <i>Key players, history, conditions, innovations, trends</i> Prospect/customer: <i>Financials 10K/10Q, officers, locations, contact data, their customers, their competitors, processes</i>
CRM	Current account: <i>Purchase history, decision-makers, financials, call history, your competitors, proposals in pipeline</i> Prospective customer: <i>Call activity, events, proposals, similar current customers</i>
Marketing	Market segmentation, market players, unique selling propositions, competitive field, competitive advantages

To clarify this further, pre-call due diligence (market/customer/prospect specific research) is generally conducted before the initial call and then updated as conditions dictate. The only exception to that is if the dwell time between the stages of your sales cycle is literally several months. Pre-call planning is the tactical plan before each call within each stage of your sales cycle/process. It is the salesperson’s plan to successfully engage the customer/prospect with the objective of gaining commitment.

Analyzing pre-call due diligence enables you to write your pre-call plan for a successful customer/prospect encounter. Your sales reps can leverage their research to:

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- Create meaningful differentiation from your competitors
- Customize a list of open-ended discovery questions that minimizes sales rep verbal dumping and maximizes quiet listening
- Build a list of anticipated customer/prospect questions and appropriate answers
- Craft a list of expected objections and overcome strategies
- Generate closing statements that will move the sales cycle to the next stage

In other words, the pre-call plan is a written document which serves as a call guide. It takes the control out of the hands of the customer/prospect and places it squarely on the shoulders of the sales professional. The pre-call plan prepares your sales representatives for many differing scenarios that may occur. It alleviates sales rep anxiety normally created by the anticipation of responding properly to a customer/prospect “surprise” comment, challenge, question, or objection.

Precallpro.com is a hosted software solution that is completely customized to each stage of your sales cycle/process that helps your sales representatives improve their effectiveness in creating quality, written pre-call plans for either prospects or current key customers, all within 3 to 5 minutes. Is that too much to expect in preparation for call success and increased sales cycle velocity? Precallpro.com will give your sales reps control of the call, allowing them to sell with confidence.

For more information on Precallpro.com, please visit www.precallpro.com.