

## Pre-Meeting Objectives Made Easier



### Discussion Questions

Chris mentioned four sales books in this whiteboard presentation. What is the best sales book you've read? What idea from that book has made a difference for you?

Share of an example of advancing the sale even though you didn't close it that day.

Is it even possible to have a pre-call plan or objective for every meeting? Why or why not?

How would a call objective differ when it's a first meeting rather than a proposal meeting?

What action(s) will you take based on this whiteboard presentation and our discussion?