VECTOR FIRM
CONNECTING STRATEGY TO ACTION

Lesson Plan Steps Sheet

Session #003

Month: October, 2017

Title: Making an Immediate Impact on New Prospects

Steps

1. **Define your preparation routine.** Before every new meeting, you should be able to refer to a defined preparation process to set the stage of your meeting. For example, the process could be as simple as:

    a. Connect with all the attendees on LinkedIn.
    b. Three days before the meeting, email all attendees a link to a standard survey.
    c. One day before the meeting, email a reminder about the survey, and also include a helpful glossary of terms.

2. **Use the "Are you ready for…?" five times next week.** Get familiar and comfortable reading current personalities. This step doesn't have to be limited to customers – feel free to use this question to understand the current personality of your friends, spouse, or even the barista at your favorite coffee shop.

3. **Create a go-to method to shift your audience's attention.** Even if you steal my Elephant in Denmark quiz, decide on one simple, but relevant, method of shifting your audience's attention from their preoccupation to you.

4. **Define your exit strategy.** You need to leave your initial sales call like Fonzie leaving Arnold's. Seriously though, this step is very important. If you don't define this step, and practice it, you'll fall back into your regular habit of asking closing questions that are premature and appear to be somewhat desperate.

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