

Document 7: Meeting Preparation Checklist

Night Before Meeting

- ☐ Review business background
- ☐ Prepare 3 relevant example insights for their industry
- ☐ Check that all materials are printed/ready
- ☐ Charge devices (laptop/tablet)
- ☐ Review this meeting guide
- ☐ Get good sleep - you need to be sharp!

Morning of Meeting

- ☐ Dress professionally but appropriate for their business type
- ☐ Arrive 10 minutes early
- ☐ Turn off phone notifications
- ☐ Have business cards ready
- ☐ Mental prep: You're helping them, not selling to them

Post-Meeting (Before Leaving)

- ☐ Write down key points while fresh
 - ☐ Note promised follow-ups
 - ☐ Record any unique objections/concerns
 - ☐ Assess: Will they become a client? (gut check)
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Tips for Success

Listen More Than You Talk

- Target: 60% them talking, 40% you
- Take genuine interest in their challenges
- Don't interrupt their stories
- Ask follow-up questions

Be Consultative, Not Salesy

- Lead with questions, not pitches
- If you genuinely can't help them, say so
- Build trust over making the sale
- Villarrica is small - reputation matters

Show, Don't Tell

- Concrete examples > abstract benefits
- Walk through actual report > describing what reports look like
- Specific numbers > "we help you grow"

Handle Objections With Empathy

- "Entiendo completamente..." before addressing
- Never argue or get defensive
- Acknowledge valid concerns
- Provide evidence, not assurances

Always Be Closing (Softly)

- Every meeting should end with next step
- Even if it's "let's talk again in 3 months"
- Never leave without a clear follow-up plan

Build Local Credibility

- Mention you're from Villarrica / local connection
- Reference local business challenges you understand
- Show commitment to local economy
- Ask for referrals to other local businesses

Remember: You're not just selling a service - you're building GabeDA's reputation in Villarrica one meeting at a time. Quality over quantity. Deep relationships over quick sales.