

# Sales Checklist



The Foot-in-The-Door  
Worksheet

# Start Every Sales Relationship-small

Here Are a List of Ideas For Getting Your Foot in The Door

## Ask For The Appointment, Not The Sale!

The most successful salespeople are always more interested in setting up a first visit, meeting time or conversation with the potential customer. Always focus on setting up an appointment to answer/fix/solve or have the solution to what they need.

## Redirect 1st Time Chats Towards an Appointment

Prospect: "I want to know your pricing, benefits & features & get a brochure with all of your website information."

Smart Salesperson: "Absolutely, I'll get you all of that & more when we meet. Does Wednesday at 3:15 sound good?"

## Micro Commitments

Small commitments build over time into big commitments. Studies show that simply asking for a glass of water can start building layers of trust & interaction upfront. Can you get them to commit to listing their needs out on paper while you write it down in front of them as they talk? or get them to commit to just X amount of minutes to something specific like watching a short video.

## Short Samples to Wet Appetite

Don't solve every problem that they have right away, just pick one or two areas that your product or service can fix the fastest & focus the time you have on that.

Remember

little  
by  
little  
a little  
becomes  
A LOT

*Tanzanian Proverb*