

# DELIVERING A RELEVANT PRESENTATION WORKSHEET

NAME OF SMALL BUSINESS	BUSINESS CATEGORY	DATE
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LIST THE TYPICAL PROBLEMS ASSOCIATED WITH A SIMILAR PRODUCT OR SERVICE BY OUR COMPETITORS.

1.
2.
3.
4.

HOW WILL YOU ADDRESS EACH PROBLEM IN YOUR PRESENTATION?

1.
2.
3.
4.

WHAT ARE SOME ANTICIPATED OR BLOCKING OBJECTIONS?

1.
2.
3.
4.

HOW WILL YOU HANDLE EACH OBJECTION IN YOUR PRESENTATION?

1.
2.
3.
4.

THE [101 SALES QUALIFICATIONS QUESTIONS](#) BOOKLET MAY PROVE BENEFICIAL WHEN COMPLETING THIS WORKSHEET. THE GOAL IS TO GET AN IDEA OF THE SMALL BUSINESS OWNER'S CURRENT BUSINESS SITUATION AND TO GAIN INSIGHT INTO THEIR PROBLEMS OR CHALLENGES. AS A RESULT, YOU'LL LIKELY BE ABLE TO DETERMINE WHICH OF OUR PRODUCTS AND SERVICES WILL BENEFIT THE SMALL BUSINESS OWNER.