



Step 1: Identify the Client

You can't be everything to everybody. Who do you want to work with? What value do you add to that client?

Step 2: Client Profiling

	<i>Tangible Benefits</i>	<i>Emotional Benefits</i>
Stakeholder 1:		
Stakeholder 2:		

Step 3: Sales Communication

- 1. Establish context and relevance.** Why are you contacting *them*, and more important, why should they listen to *you*?
- 2. Demonstrate understanding** of their professional reality. What makes their good days good, and what makes their bad days bad?
- 3. Identify a problem** that, based on your profiling, you believe they are facing.
- 4. Explain that you have a solution** (without going into detail), and establish credibility.
- 5. Present a call to action** (generally asking for a meeting).

