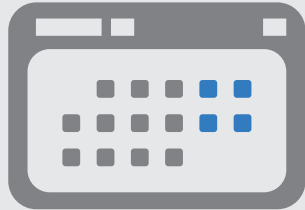


Consultative Selling Skills – The PULSE Model

Action Planning

Action 1

Observe



During the next 7 days think about how you currently position your sales meeting and how do you use this to make a great first impression.. What does your agenda look like? What is your objective for the meeting and how clearly do you communicate this to the prospect?

Action 2

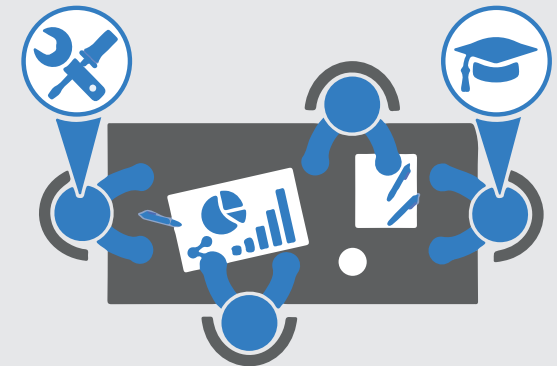
Plan



Now, think about how effective your positioning is? What works well and what doesn't work well? How often does it lead to an objection? Now write yourself a plan for how you will structure your positioning. What will your agenda look like? What will happen and how will it end?

Action 3

Act



Put your plan into action at your next sales meeting. How would you rate your first impression compared to your last meeting? How did it go? What went well? What could you change for next time?