FREE · FROM NO HARD SELL

# The pre-call sheet

**Ten minutes before any sales call, on one page. For founders who hate selling.**

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The goal of a sales call is rarely a yes on the spot. It's an agreed next step with a date. Ten minutes of preparation gets you there more often than an hour of worrying.

## 1. Ten-minute prep

- [ ] **Their website (3 minutes).** What they sell, who to, anything new.
- [ ] **The person (2 minutes).** Their role, how long they've been there, anything they've posted.
- [ ] **What they've told you (2 minutes).** The enquiry, the referral, the last message.
- [ ] **Three things to learn (2 minutes).** What's prompted this now? What happens if they do nothing? Who else decides?
- [ ] **The next step you'd like (1 minute).** A specific action with a date, such as a site visit, a proposal meeting or a decision call.

## 2. The up-front agreement

Agree four things in the first two minutes, in your own words:

1. **Purpose.** What the call is for.
2. **Time.** How long you both have.
3. **Their agenda.** What they want from it.
4. **Outcomes.** What could happen at the end, including "it isn't a fit".

> "We've got 30 minutes, is that still right? I'd like to understand what's going on, and you'll want to know how I work and what it costs. By the end we'll both know whether it's worth taking further. If it isn't a fit, it's fine to say so. Does that work?"

## 3. Five questions

1. "What's prompted you to look at this now?"
2. "Talk me through the last time it happened. What did you do?"
3. "What does it cost you when it goes wrong, in time or money?"
4. "Who else will want a say, and how will you decide?"
5. "Based on what we've said, what would a sensible next step be?"

Ask one. Wait. Ask about the answer.

## Never

- Say an offer ends soon when it doesn't
- Ring someone every day until they answer
- Promise a result you can't guarantee
- Record a call without telling them first

**Want the full kit?** *No Hard Sell* is my guide to sales calls for founders who hate selling, with a call plan, question bank, objection notebook, after-the-call messages, a pipeline tracker and AI prompts. At garethrswray.com. **Or talk it through:** book your free 15-minute call at garethrswray.com.