

# V8 – First meeting priorities

## Continue to qualify

- You will learn new information in the meeting, especially around attitudes and values
- Is this a prospect who will see value in your proposition and aligns with your ICP?

## Compel the prospect to move to the next stage of the process – but how?

- Prospects and clients want to learn something new, not just have existing thinking validated
- Consider your business' unique [or rare] strengths – to include the Momentum partnership
- How can you challenge prospect assumptions that reframes the way they think about their business? You need good knowledge of their wider sector/those with similar challenges, perhaps from existing clients
- Make sure this insight leads to your unique business strengths - teach your prospect not just to want help, but to want YOUR help
- Start by sharing your thoughts around their key challenges from what you have seen working with similar clients
- Check in with them – ask them if this resonates, what's their experience, what other challenges?
- Connect the challenge[s] to why it is important to the prospect...how this will affect their business
- Use informed SPIN questions to develop prospect's understanding of implications, and benefits of solution