

Sales Goals		Metrics & Ratios			Our Business		Key Problems We Solve		SPIN Questions		
\$\$: _____ Margin: _____ Volume: _____ Other: _____		Prospects		Calls		What we do	1.		Situation		
<b>Significant Targets</b> 1. _____ 2. _____ 3. _____ 4. _____		Visits		Offers		How we do it	Our Offer		Problems		
		Wins		Mailing		Why we do it			Implications		
		<b>My Avatar</b>		Demographics		Identity		Frustrations		<b>Calls</b>	
		Purpose:		Process:		Payoff:		<b>Killer Questions</b>		1. _____ 2. _____ 3. _____ 4. _____	
<b>Our Pipeline</b>		Prospect	Account Needs	Offer	Negotiate	Implement	Deliver	Expand Relationships	<b>90 Day Actions</b>		
<b>Core 90 Day Actions</b>		Networking		Broadcast		1-on-1 Selling		Promotions		Due?	
								1. _____		_____	
								2. _____		_____	
								3. _____		_____	
								4. _____		_____	
								5. _____		_____	
								6. _____		_____	
								7. _____		_____	
								8. _____		_____	