

# The Adaptive Sales Call

## A Roadmap for Success in the Final Sales Call

### INTRO

Enter confidently  
Introduce Yourself  
Ask to sit  
Pass over Biz card

**C:** connect – rapport  
**L:** Logistics – Time/People  
**A:** Agenda – Goals/Process  
**P:** Permission

Company Intro:  
“What do you know about us?”  
Focus the intro on the basic value you provide, not the boring stats

**Remember: 30 minutes only – be ready thru practice!!**

### NEEDS ID

Have a plan to your questions – use the PQW  
Think big & small picture: reverse engineer product value to create questions

Direct and Receive!  
Be ready to dig!  
Take Notes!  
Use Silence!  
Actively Listen!

Finish with a big theme summary – use your PQW and a highlighter!

**The best performances in the past were developed thru teamwork – find a practice partner!**

### PRESENT

DO NOT just present the basic good things about your product/company

Tailor your presentation to the specific needs of the buyer:

**V:** Verify – confirm the issue before beginning  
**P:** Present – Explain how your product brings value to the customer

Demonstration  
Proof  
Visuals  
Bring to Life

**C:** Confirm – Verify the customer is satisfied before moving to next issue.

Repeat for each major issue

### OBJECTIONS

Objections are your friends:

**C:** Clarify – Be sure you understand before answering  
**R:** Respond – Be direct and on target and don't run away  
**C:** Confirm – Verify the issue has been resolved.

Repeat for each major issue

### CLOSING

Ask directly and cleanly for a simple commitment

Circle Back: Ask why not, respond, and re-ask

The Stall: check pulse & tighten up end with another meeting and no-commit request, don't run away!

Use an effective EDGE to exit (don't forget to Extend!)

**Remember this is an exam – these are the questions – Study and Execute!**