**Missionary Selling Step Management Guide**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **STEP** | **Prospecting &****Qualifying** | **Researching Insights & Solutions** | **Educating** | **Proposing** | **Negotiating &****Closing** |
| **OBJECTIVE** | To establish your credibility and expertise and to move prospects from attention to interest | To find insights or a Big Idea that will help solve marketing and advertising problems | To teach your product’s benefits and advantages and move prospects to active consideration | To present a tailored proposal that includes price, terms, and conditions | To get prospects to take action or give a firm commitment to purchase |
| **KEY****QUESTIONS** | 1. “Are you satisfied with your current ads?”
2. “Would you like to get better results?”
3. “What keeps you up at night?”

“What criteria do you use to make a decision on what media to invest in?” | (Conduct research so you understand prospect’s industry, business, competitors, and advertising strategy and objectives.) | “Do you agree with the value in what I’ve presented so far?” “Do we have agreement on your decision criteria?”“Who else needs to see this solution?” | “Do you agree that the prices, terms, and conditions are fair and reasonable?” | “When would you like to start?”“If you have no other questions, shall we go ahead?” |
| **KEY****GIVES** | Give some new information and a success story in prospect’s category. |  | (Create value for your benefits, solutions, Big Ideas.)More success stories | (Negotiate on prices, terms, and conditions if appropriate. See Chapter 13.) | Giveimplementationdetails. |
| **KEY****GETS** | Get appointment to present insights, solutions, or a Big Idea. |  | Get commitment to decision criteria.Get commitment to present a specific proposal to others involved in making a decision and to move forward. | Get agreement to move forward. | Contract signed, IO sent, firm commitment to purchase |
| **NEXT****STEPS** | Schedule appointment | (Prepare customized presentation.) | Schedule appointment to make proposal. | Schedule closing appointment. | Send thank-you note. |