**Missionary Selling Step Management Guide**

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| **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.) | Give  implementation  details. |
| **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. |