

	How (System Steps)
<ul style="list-style-type: none"> • To help prospects discover for themselves if our photography services are a fit for their event • To help the prospect move forward and take action on improving their website in a professional way 	
	<ol style="list-style-type: none"> 1. (Trigger event) The time arrives for a scheduled meeting with a prospective customer. 2. Exchange in "small talk," such as asking about the weather, plans for weekend, sports, hobbies, etc. 3. EXPLORE: Take notes on their answers. <ul style="list-style-type: none"> • Have you worked with an event photographer in the past? What did you like, and what didn't you like? • What feeling do you want the pictures to convey to those who view them later? • Have you been looking at other photographers? What have you liked and not liked? • What do you want us NOT to do while shooting your event? • What will the lighting be like? Do you have an A/V company running audio and lights? • How soon are you hoping to book your photographer? 4. PRESENT: Be brief and stay focused. <ul style="list-style-type: none"> • I estimate the budget for this to be [range]. Does that range work with your budget? • You mentioned you wanted [client want]. If we were able to [benefit related to their want], would that be valuable to you? • [Show portfolio pictures.] I'm envisioning this kind of look. Is that what you're hoping to get? • When finished, STOP and WAIT for prospect's response. 5. ACT: Sign agreement or set clear next action for follow-up. <ul style="list-style-type: none"> • What questions do you have for me? • Urgency: We have [give an idea of how full schedule is]. Do you want to lock this down before we fill up? • On a scale of 0-10, how likely are you to choose us? • What will your next action be? When should I follow up with you about it? 6. On the agreed date, follow through with the client regarding the action.

Why (Motivation or Logic)	
<ul style="list-style-type: none"> • Using this system helps you improve sales conversion rates, and therefore, commissions • Using this system allows you to sell ethically and in a helpful way (as opposed to pressure-based sales that leave both you and the prospect feeling uncomfortable) 	
Who (Accountable Positions)	
<ul style="list-style-type: none"> • Sales Executive • Sales Manager <p>RESULTS ARE REPORTED TO:</p> <ul style="list-style-type: none"> • Sales Manager • President 	
When (Timing and Length)	
<ul style="list-style-type: none"> • Sales appointments should ideally occur within 72 hours of a prospect expressing interest, one week later at most. • This process may take up to 45 minutes to complete. Scheduling one hour is recommended. • Be sure to spend the majority of the meeting in the EXPLORE step. 	
How Much (Measuring Standards)	
<ul style="list-style-type: none"> • Conversion rates for our company are expected to be no less than 50%. 75% is the target conversion rate. 	
With What (Required Resources)	
<ul style="list-style-type: none"> • Note-taking tool • Web conferencing software (if appointment is virtual) • Portfolio on tablet (if in person) • Internet access 	