



Focus on the beginning,  
not on the end



Be a helper, not a pitcher



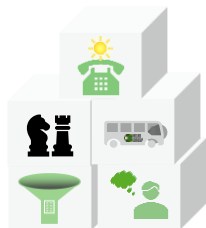
Soft sell is the best sell



Stop chasing prospects,  
act with dignity

## WARM CALLING CHECKLIST

### BEFORE



- Have I validated this customer?
- Does this customer fit our local strategy?
- Do I believe that this customer needs our help?

### DURING



- Am I smiling?
- Am I searching for new information? (What, why, how, when, who, ...)
- Are we agreeing on a next step?

### BETWEEN



- Am I determined not to give up?
- What follow-up would interest this customer?
- In what creative way can I keep NCAB on the customer's mind until our next contact?



DESPERATION

