

Pre-call Research

Circumstances / Problem / Issues / Impact / Needs

SalesMap™ Step #

Х	CRM	Х	Wel
	Parent account?		Mission sta
	Done business before?		Chain of co
	Products / Services		# of officer
	Supervisor		Calendar of
	Phone #'s		Sales Statis
	Email addresses		Examples o
	Physical address		Products th
	Website		Who they b
	Assistant		Who they t
	DISC - Buying style		B2B or B2C
	Activity history		Contact me
	Lead source		Payment p
	Previous employer		Awards/Re
	Pictures		

х	Website
	Mission statement
	Chain of command
	# of officers
	Calendar of events
	Sales Statistics
	Examples of work
	Products they offer
	Who they buy from
	Who they target
	B2B or B2C or Both
	Contact methods
	Payment processing
	Awards/Recognitions

Х	LinkedIn
	Company profile
	Industry
	Location
	Recent updates
	Specialties
	Size
	Are you connected?
	"People also viewed"
	Organizations
	Who is endorsing?

х	Facebook
	About section
	# of Locations
	Physical klocations
	Feeback posts
	Products / Services
	# of followers
	Groups
	Special features

Twitter Х Who THEY follow Who follows THEM Latest Tweets Frequency of use

x	Career Builder
	Last job posting
	Open positions
	Postings of last 12mo
	Frequency of posts

х	Glassdoor
	Last job posting
	Open positions
	Postings of last 12mo
	Frequency of posts

CUSTOM SECTION

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