

Contact Name:  
Company Name:

V--A--K--D

Address:

City: State: Zip:

Phone: Fax: cell: Email:

Appointment date/time:

Directions to Location:

Tidbits:

How did you get started in the  
business? \_\_\_\_\_

What did you want to happen? \_\_\_\_\_

Sales outside \_\_\_\_\_ Sales inside \_\_\_\_\_ Mgt \_\_\_\_\_ Other \_\_\_\_\_

Notes \_\_\_\_\_

Gross Sales now: \_\_\_\_\_ Desired \_\_\_\_\_

Existing Training \_\_\_\_\_

Cost \_\_\_\_\_ Results \_\_\_\_\_

Past Training \_\_\_\_\_ Cost \_\_\_\_\_

Results \_\_\_\_\_

How soon do you want or need this problem fixed? \_\_\_\_\_

What will happen if you take no action? \_\_\_\_\_

Who else besides yourself is involved in making this decision?

How **Specifically** did **you or they** make **this decision** in the past, **and how long did it take** to make it?

Specific Problems Now: (closing, rapport, questions, telephone, motivation,)

How does that affect your business?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

When the improvements are made what's in it for you?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Just suppose you could fix these problems by using us, would you spend the money to get the results?

\_\_\_\_\_

**DMO:** What Did you do first to make decision, second, third, how did you finally decide?

\_\_\_\_\_  
\_\_\_\_\_

**Criteria:** What was most important in making that decision? Next? Next? How did you finally decide?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

D.M.O.

CRITERIA

D.M.O.	CRITERIA

Build dream of ownership based on matching both their D.M.O. and criteria questions. Start with question 2 from your hand chart, **Just suppose that 6 months have gone by now!**..... and feed in all the results they told you they wanted and the problems they envision are fixed with your product, service, ideas. Follow this statement with the dmo and criteria in the proper order just as they gave it to you. You should be able to get prospect emotionally ready to buy by carefully matching the above information in the same order within 4 to 6 statements.

Sent Info \_\_\_\_\_ Date / / Faxed \_\_\_ mailed \_\_\_\_\_  
Results \_\_\_\_\_

Sent Info \_\_\_\_\_ Date / / Faxed \_\_\_ mailed \_\_\_\_\_  
Results \_\_\_\_\_