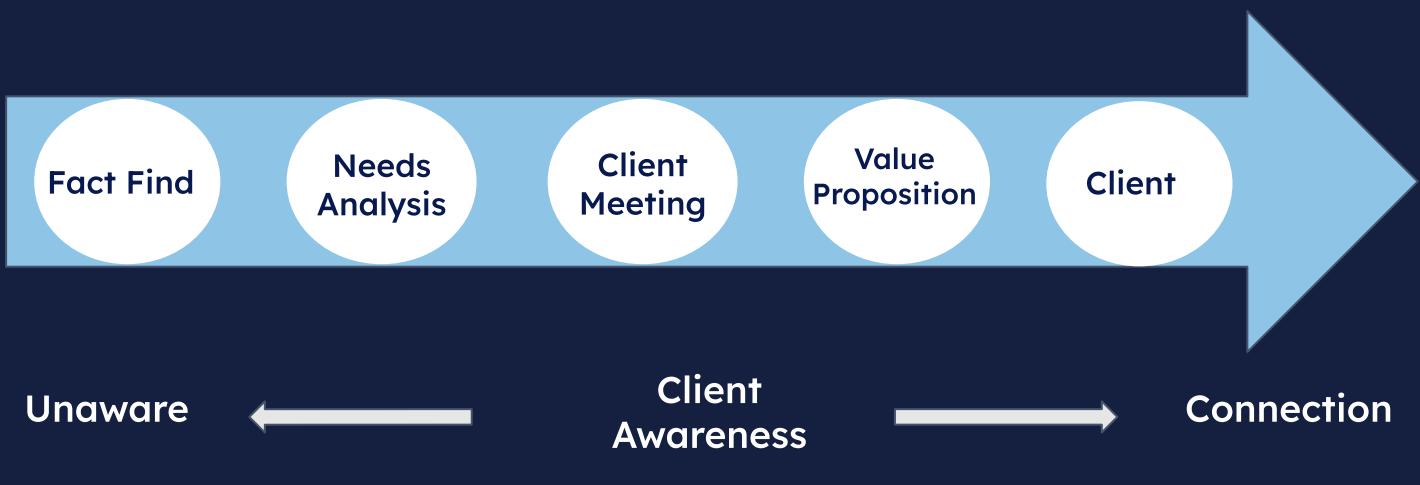




Sales Fundamentals

Converting Sales Calls

Conducting High Quality Client Calls



Fact Finding Questions

QUALIFY THE CLIENT TO DETERMINE WHETHER THERE IS AN OPPORTUNITY AND IF THEY ARE WORTH TARGETING



Need Analysis Questions

WHY WILL THE CLIENT NEED TO USE YOU AS A RECRUITER?

Needs Analysis Questions

Situation

Problem

Implication/
Impact

Needs
Based Sell