

RSS #6
100 Points Assessment Grade

Name: _____

PRODUCT SUMMARY WORKHEET
READY-SET-SELL

Product or Service:

Company/Brand Being Represented:

Specific Product (Name):

Specific Product (Description):

Problems or needs of the Prospect (at least 2):

Key product features and benefits (at least 3):

Most probable objections that you anticipate from this prospect (at least 3):

Situation or context in which this sales call will be made (role the teacher will play):

Current Suppliers:

Problems with current supplier:

Factors likely to be important to this prospect purchasing:

Past experience with prospect:

Anticipated problems in selling and servicing this prospect:

Long-term Sales Objective:

Long-term Sales Strategy:

Short-term Call Objective

Short-term Call Strategy: