

Building your Ideal Client Profile



My Name is:

Demographics

Age, gender, location, job level, etc.

Firmographics

Industry, location, revenue, number of employees, etc.

Products/Services

What products or services do they use?

Pain points

The problems or challenges your prospects are facing

Interests

What your prospects are interested in or passionate about

Channels

In which channels of communication are they present?



Other: _____

Create your effective appointment setting script

Tips

01

The opening - Create a favorable condition for a warm and friendly conversation.

02

Explain the Purpose of the Call, It sets the stage for a productive discussion and may hold or even elevate your prospect's attention level.

03

Ask open-ended questions to collect information about the company's pain points and needs.

04

Provide the necessary information needed by your prospect.

