



Determine Your Desired Outcome

Description

The people you meet with on a regular basis typically fall into one of three different categories: your prospects, your clients, and your centers of influence (COIs). There are a variety of different outcomes you can aim to achieve depending on the type of contact youâ??re meeting with, as well as your initial agenda, so itâ??s important that you determine your desired outcome ahead of time what youâ??re looking to get out of each and every conversation.

Why Your Desired Outcome Is Important

As weâ??ve said before, [you donâ??t want to do an activity](#) just for the sake of doing an activity; you need to have a clearly defined results goal in mind. If you donâ??t head into the meeting or conversation with a set of outcomes or a desired next step, you wonâ??t be able to look back and see if your efforts have yielded the results you want.

Three tools that can help!

Not sure where to start? We have three tools that weâ??ve recently updated that can help!

- [BDU Client Visit Checklist](#) â?? Comprehensive tool with everything you might wish to discuss or accomplish when speaking with your client base so you can make sure you get to everything you want to cover.
- [BDU Networking Meeting Checklist](#) â?? Guideline for conducting one-on-one meetings with your COIs so you can maximize every networking opportunity.
- [BDU Prospect Visit Checklist](#) â?? Thorough checklist outlining the different questions you might want to ask or key information necessary to uncover when meeting with a prospective client.

You can download these three tools â?? and more â?? for free from our [BDUtensils library](#).

These checklists are not meant to be an all-encompassing list of everything youâ??ll talk about for each type of conversation but are more of a â??cheat sheetâ??• you can use during your pre-call planning to help you determine your desired outcome ahead of time.

Want even more help figuring out the best questions to ask and activities to perform in order to achieve next-level results with your clients, prospects or COIs? [Contact BDU](#) to find out how we can help you create your own unique sales success story!

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