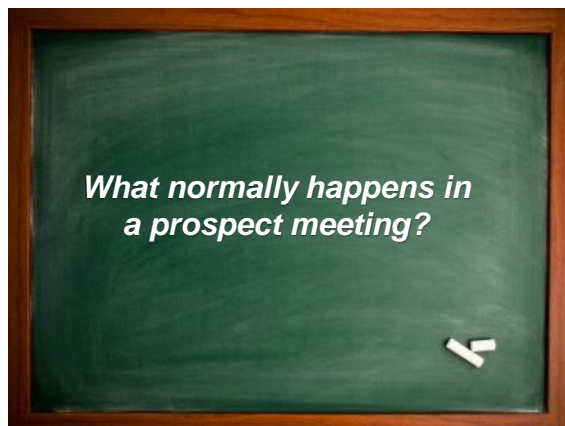
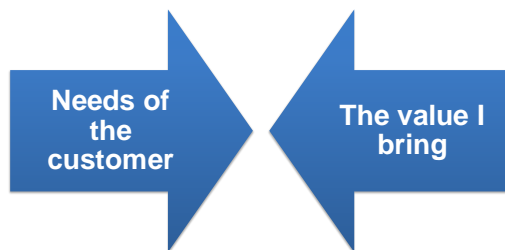




What is the  
'First  
Meeting  
Advantage'?

### Roadmap To Consistently Create Sales Advances



**What normally happens?**

1. Nothing... Play 'chase the prospect'

**What normally happens?**

1. Nothing... Play 'chase the prospect'
2. Quote & Hope

**What normally happens?**

1. Nothing... Play 'chase the prospect'
2. Quote & Hope
3. And sometimes we actually win... at what price?

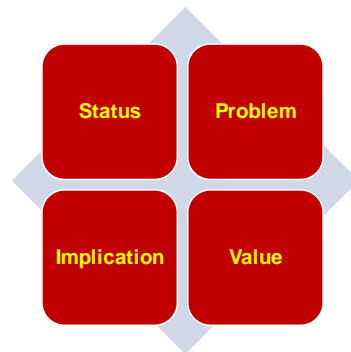
Why is it important to master this skill?

*"You will sell a LOT more."*

*"You'll sell it faster."*



### SPIV Framework



### Which Questions are Best?

- Print-Related
- Business-Related
- Both



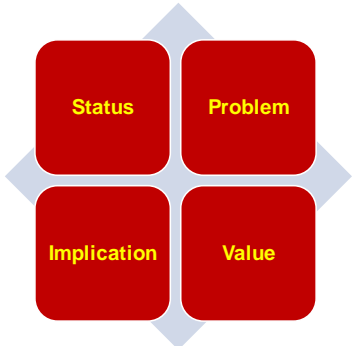
### Softening Questions



Get the Truth



SPIV Framework



S... Status Questions



P... Problem Questions

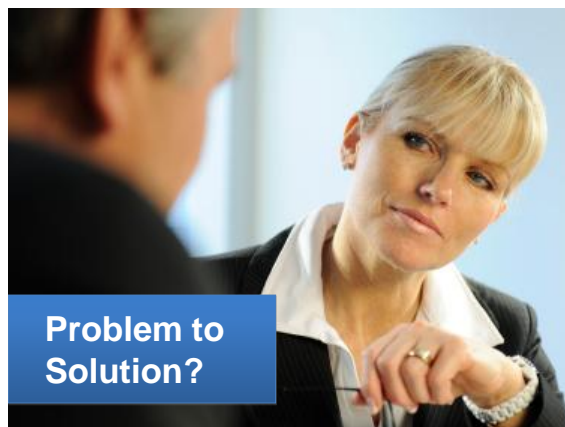


P... Problem Questions



(Continued)

Problem to Solution?



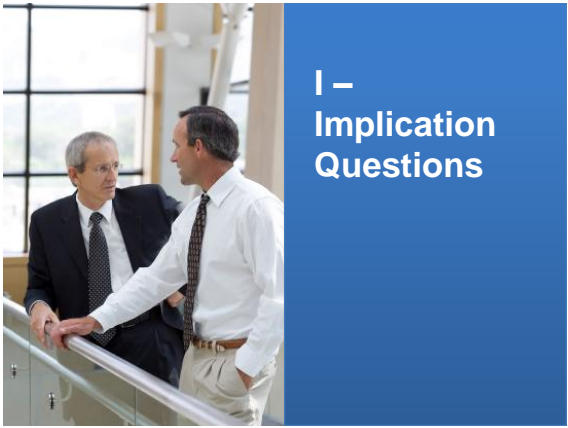
Value Of Better Customer & Prospect Meetings?



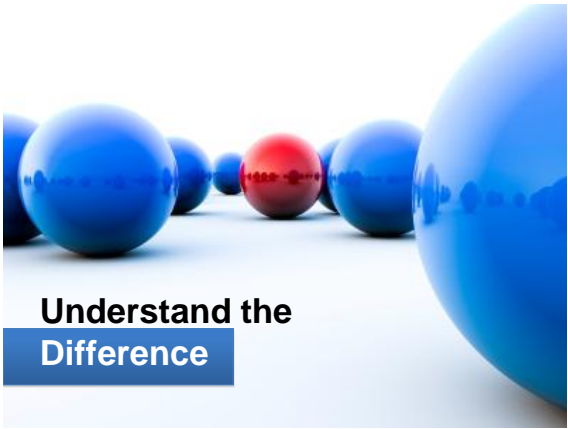
Part Of Printers Profit System



# GUARANTEED Sales & Profit Growth



# In God We Trust... All Others Bring Data



# V - Value Based Questions



People



The fax machine story



Time to match your selling skills with your printing skills... So you get on the road to higher sales & profits



[www.PrintersProfitblueprints.com](http://www.PrintersProfitblueprints.com)

“How To Turn your print expertise into money”

