

Call the Prospect to Book the MG:

- ✓ **Remember: You're only booking a MG Mtg, not convincing them to get in.**
- ✓ **Tell them what it is you want to do... BEFORE you try to book it.**
 - Describe the proposed meeting as a very non-threatening event. such as “no sales pitch”, “just an introductory overview”, etc.
- ✓ **Take it Away. Take it Away. “Lean away and they will Lean in”**
 - Examples: “I can't promise you anything”, “There may not be a spot for you”
- ✓ **Ask a Filtering Question at the same time as you book the MG**
 - “Look, if you're keeping your options open, I think you'll get a lot out of meeting him for a quick overview on Zoom. Have you heard of Zoom?”
- ✓ **Stay in Control of the Conversation. Answer any question with a question.**
 - The Company? It's Fratello Development Group. Have you heard of the B-Quadrant?

Relax. If they're looking... You have what they want.