# Sales Focus Sheet

|  |
| --- |
| 1. Purpose
 |
| 1. Why am I writing this?
 | Click here to enter text. |
| 1. What do I want each reader to do? *(Action, attitude?)*
 | **Reader #1** | **Reader #2** | **Reader #3** |
| Who: Enter text. | Who: Enter text. | Who: Enter text. |
| Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. **Audience**
 | **Reader #1** | **Reader #2** | **Reader #3** |
| 1. Who exactly are my readers? Group? Status?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What is each reader’s primary role (decision-maker, influencer, implementer, other)?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What are the reader’s and customers’ situation and needs?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What are each reader’s primary concerns? *(Business impact, financial, functional, technical, performance, service, support?)*
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What does each reader know about the subject?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. How will each reader react?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What’s in it for each reader? Why should the reader read this or agree with it? *(Personal or business benefit?)*
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. Which competitor is the reader considering?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What solution am I recommending?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. Which features, benefits, and impact do I need to address? *(See FBI Worksheet.)*
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What added value do I need to stress?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What obstacles or objections do I need to overcome?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. How will each reader use this document?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. What cultural issues could affect this communication (ethnic, corporate, language, social)?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| 1. Have I trimmed the distribution list to the essential readers?
 |  |
| 1. **Bottom Line**
 |
| 1. If the readers were to forget everything else, what *one* main message must the reader remember? *(Impact of choosing/not choosing your company?)*
 | Click here to enter text. |
| 1. **Delivery Tactics**
 |
| 1. What is the decision-making process?
 | Click here to enter text. |
| 1. Should *I* be writing this? At this time? Would a phone call or meeting be more effective?
 | Click here to enter text. |
| 1. Am I too early or too late to send it at all?
 | Click here to enter text. |
| 1. Is someone else communicating the same information? Should I check?
 | Click here to enter text. |
| 1. Which method of transmission should I use for each reader (email, videoconference, in-person meeting, intranet, a presentation)?
 | Click here to enter text. | Click here to enter text. | Click here to enter text. |