# Sales Focus Sheet

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| 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. |