

**FINRA/BAFIA SELLING FINANCIAL SERVICES
Sales Presentation Planning Worksheet**

SETTING YOUR OBJECTIVES

The objectives for my Sales Meeting are:

1. (Primary) To obtain another meeting with the prospect before the next Friday, during which I will be looking to achieve objective that is my ultimate goal for today.
2. (Minimum) To obtain a promise from the prospect to have her call me back before the end of next Friday.
3. (Optional) To do a risk profile on the prospect, have her fill out all the pertinent information before, have her sign up as a client today, and to have her make the initial investment into the fund I will be discussing.

SALES PRESENTATION DATE AND TIME

You and your partner will sign up for your sales presentations in class Week 6. Presentation will be made 4 class weeks: 13 and 14.

OverTime: April 13, 2007 at 10:10 am

SETTING THE SCENE

Outline who, what, where, when:

The prospect I am meeting today is ~~XXXXXXXXXX~~, a second year Finance student at Shenandoah College who is looking to start an investment portfolio but is unsure whether right now is the correct time to begin. She is also looking to keep her portfolio relatively simple and consistent over time alongside to deal with.