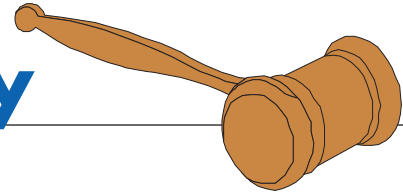


# Prosecuting Attorney

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## **Dollar Potential:**

What evidence do you have that there's money here?

Could this account spend at the Key Level? What about Double Key?

## **Access & Credibility:**

Have you identified the decision-maker and key decision-influencers?

What makes you think you can get an appointment with someone who matters?

Why would they see value in sitting down with you?

## **Product Fit:**

Do you have products or services that could be an ideal fit?

Why do you think they will see your product as an ideal match for their needs?

## **Value Added Fit:**

Do they have a record of buying cheap solutions? What makes you think you can overcome that history?

Why do you believe that they will pay a premium for the ideas, solutions, value, and service you can deliver?

## **Leverage:**

If you get a conviction (turn this prospect into a client), how will this help you nab others?

## **Your Personal Feelings:**

What excites you about this prospect?

Why is this prospect especially well suited to your talents, interests, or experience?