**Purpose:** Your goal is to identify your customers’ problems before they bring them up to you or your competition – even before they know they have a problem. The best way to accomplish this is to anticipate clues that indicate those problems. The purpose of this worksheet is to determine these clues that you should be anticipating and looking for on every sales call.

**Instructions:** Follow the steps below to develop the clues to look for when calling on customers, at any stage of the sales cycle.

1. Select a specific solution on which your office is focused and list it in the Solution column. Get as granular as you can.
2. For each solution, answer the question: “What problems are solved by this solution?” List your answers in the Problems column.
3. Finally, answer the question: “For these problems, what clues could the customer give that would indicate this problem was real for them?”

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| **Solution** | **Problems** | **Clues** |
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