**First Four Minutes Checklist**

This checklist is solely an exercise for Session 044, The First Four Minutes of a Sales Call. In practice, a salesperson should prepare for the entire sales call. However, the purpose of this exercise is to illustrate how powerful the first four minutes can be. Use it for in-person or virtual.

**In-Person**

* Arrive 10 minutes early.
* Assume everyone is watching you from the time your park.
* No devices – just plan to sit attentively.
* Dress and groom professionally.
* Smile when being greeted.
* Speak calmly and confidently.
* Remember to be yourself.
* Ask “Are you ready for …?”
* Be prepared to build rapport and improvise according to mood.
* Idea to shift their attention to you.

**Virtual**

* Open the call 10 minutes early.
* Showcase a video, case study, infographic, etc. for early arrivers.
* Start conversations five minutes early.
* Dress and groom professionally.
* Make sure your surroundings are professional.
* Smile, smile, smile.
* Remember to be yourself.
* Ask “Are you ready for …?”
* Prepare to stare at attendees to understand their mood.
* Be prepared to build rapport and improvise according to mood.
* Idea to shift their attention to you, remembering that it is much more difficult than doing this in-person.