

The meeting prep

One page per customer meeting. Fill in the top before the meeting (ten minutes of homework), the rest during it. The goal isn't to sell — it's three problems and a booked next step.

Before the meeting

Customer: _____ Person: _____ Date: _____

What I saw on the menu / on the shelf / in their channels

My angle — one sentence that connects us

Three problems I'm guessing they have

The next step I want to propose (trial delivery · shelf space on test · a visit to the farm)

The questions

Open questions, one at a time. Listen more than you talk.

What works best — and what chafes? · What have you tried? · How long? · What does it cost you? · What would it look like solve

During the meeting

Write it in the customer's own words.

The three problems I actually heard

How my product solves them (one line per problem)

Next step booked: what · when · who else