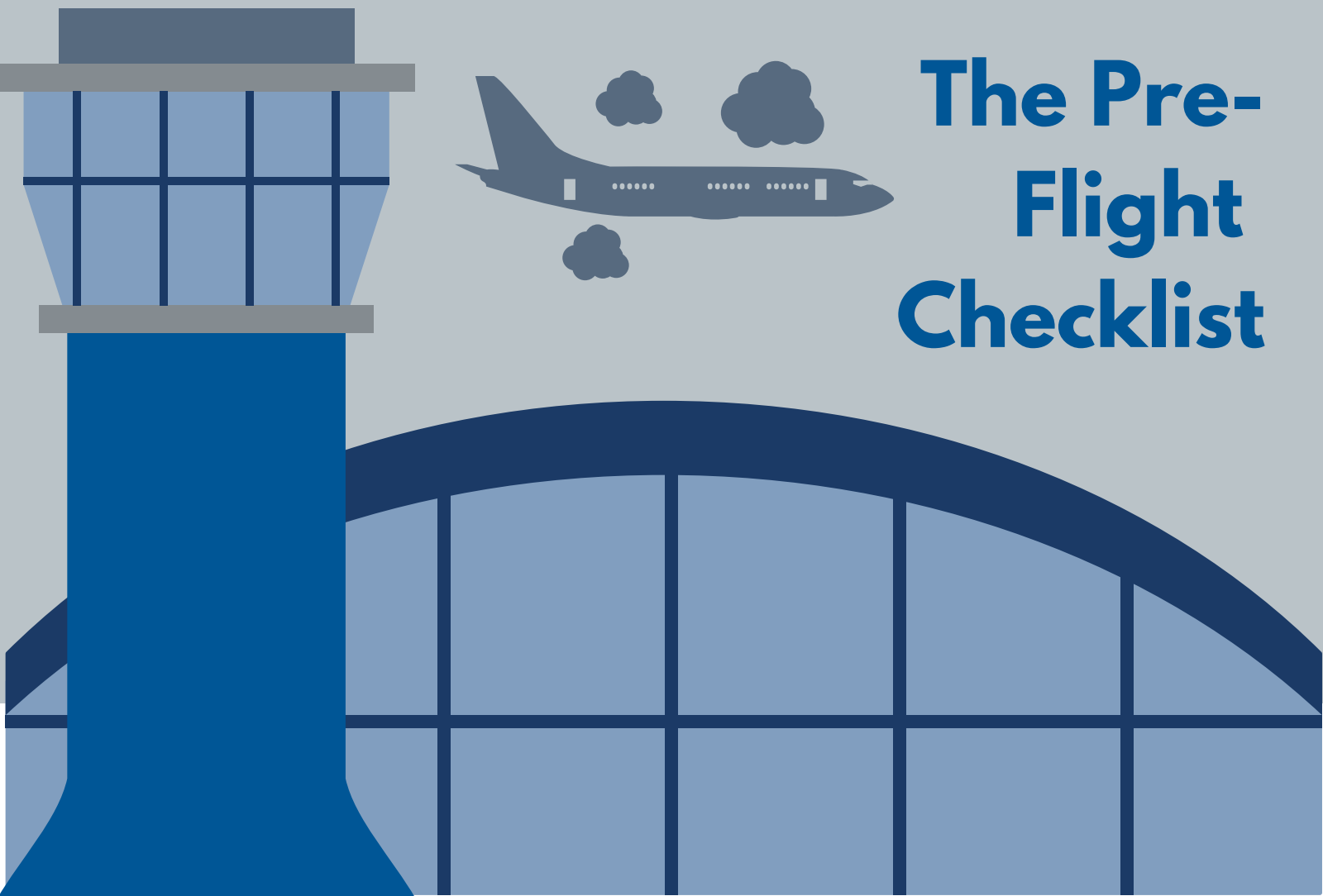
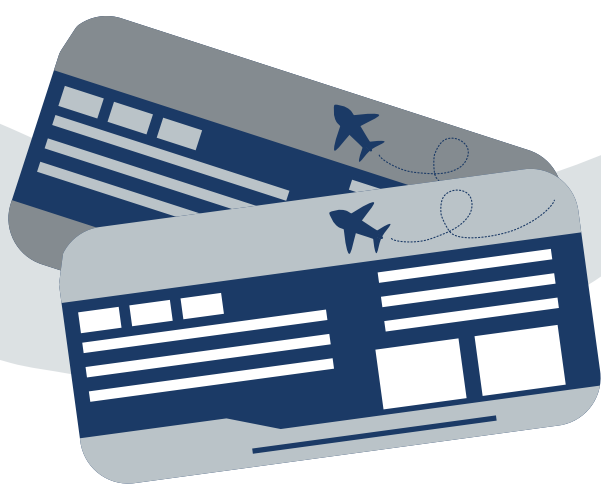


# The Pre-Flight Checklist



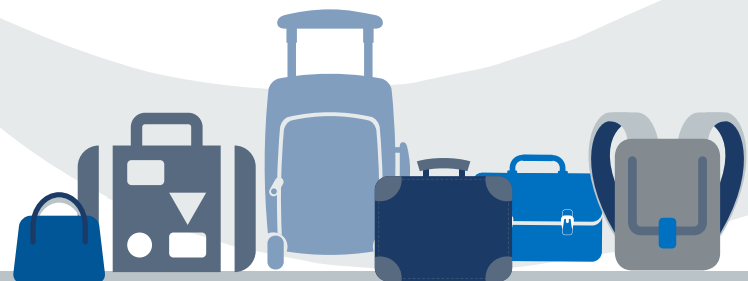
What are the potential client's beliefs or true desires around certain issues that you identified in the discovery process?



What are the reasons the prospect WILL buy?

What are 3 reasons the prospect MIGHT NOT buy?

What are some names or categories you can feed for business development purposes?



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