

Do Your Research

Before you get into any sort of meeting or call, get your research done!

What do I mean by research?

Figuring out what:

- You will offer
- How you will offer
- Who are you talking with

This doesn't get limited to the above mentioned points. There is more. Like for example you can research the prospects you are generally encountering (so the category of people, not just the individual).

Like:

- Who are they
 - What do they like
 - What do they do
 - Where are they
- Etc.

This will help you a lot.

Be prepared first, then get into action!