

|  |
| --- |
| **Purpose Benefit Check Table**  |
| **Persona** | **Purpose** | **Benefit**  | **Check** |
| [insert Persona 1] | “The purpose of this meeting is [insert Discovery Call value prop]” | “The benefit of this meeting will be [insert benefit of meeting for YOUR PROSPECT. Not you!] | “Does that sound good, or was there anything else you wanted to cover?” |
| [insert Persona 2] | “The purpose of this meeting is [insert Discovery Call value prop]” | “The benefit of this meeting will be [insert benefit of meeting for YOUR PROSPECT. Not you!] | “Does that sound good, or was there anything else you wanted to cover?” |
| [insert Persona 3] | “The purpose of this meeting is [insert Discovery Call value prop]” | “The benefit of this meeting will be [insert benefit of meeting for YOUR PROSPECT. Not you!] | “Does that sound good, or was there anything else you wanted to cover?” |