

# Business Development Meeting Planning Sheet

**CLIENT:**

**DATE:**

**PREVIOUS MEETINGS/BACKGROUND:**

**MEETING OBJECTIVE:**

Brainstorm possible advances - what do we want our client to **Commit** to at the end of the meeting?

Most positive realistic Advance:

**CRITICAL SUCCESS FACTORS:**

What must our client **Know** and **Feel** to be comfortable agreeing to carrying out the Commitment?

What must we **Know** and **Feel** to be comfortable progressing?

**QUESTIONS:**

What questions will (a) help us **Know & Feel** what we need to progress and (b) demonstrate to the client what they need to **Know & Feel**

**CLOSING:**

What will we ask at the end of the meeting to secure the Commitment?