

[Checklist]

Dress well

1. Well-fitted blue shirt/tshirt. Match customer.
2. Contrasting beige/black jeans or chinos.
3. Alter jeans if baggy. Grazes shoe.
4. good haircut. Clean shave.
5. Watch matches customer (optional).
6. Clean, contrasting shoes. (eg: black shoes contrast with beige pants. white/grey shoes contrast with black pants.)

Visiting

1. Visit Tue-Thu, afternoons, less busy.
2. Bring one person along, looks like a team, not a sole proprietor.
3. Remain stable, no excessive body movements. Talk slow.
4. Show hands, put on table, if sitting, not lap.
5. Open with the script. Then roll.

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Hi [Business owner name],

My name is [Your Name] from [Your Company Name]. We help [business type] [dream outcome: get more customers / make more money per customer] using our [Product/Service Name]. Want to know how we can do the same for you?

...

By Omkar Cloud