# Article information:

Цель звонков после демо и стандартная этапность — База знаний
<https://skidkom.kdb24.ru/article/read/806e1e25498e4aaf8d777572c37aec07/>

# Article summary:

1. The purpose of calls after a demo is to lead the client to make an advance payment or fill out a bank link.

2. The standard phasing of the call includes establishing contact, diagnosing needs, presenting, dealing with objections, and selling the next step.

3. If the main goal of the call is not achieved, it is important to sell the next step and follow up according to calling rules.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article discusses the purpose of calls after a demo and the standard phasing of such calls. The main goal of these calls is to lead the client to make an advance payment or fill out a bank link. The standard phasing includes establishing contact, diagnosing needs, presenting, dealing with objections, passing to the future, and selling the next step.

However, the article seems biased towards promoting a specific approach to sales calls without considering alternative methods. It assumes that the main goal of any call after a demo is to get the client to advance or fill in a link, which may not always be true. Additionally, it does not explore counterarguments or potential risks associated with this approach.

The article also lacks evidence for some of its claims and does not provide sufficient context for readers unfamiliar with sales terminology. For example, it mentions "HPV language" without explaining what it means.

Furthermore, the article appears promotional in nature as it references specific sources from a particular website multiple times throughout the text. This raises questions about potential conflicts of interest and whether the information presented is objective.

Overall, while the article provides some useful insights into sales calls after demos, it would benefit from more balanced reporting and additional evidence to support its claims.

# Topics for further research:

* Alternative methods for sales calls after demos
* Risks associated with pushing for advance payments or bank links
* Different goals for sales calls after demos
* Explanation of HPV language in sales terminology
* Objective sources for information on sales calls after demos
* Best practices for balanced reporting in sales articles

# Report location:

<https://www.fullpicture.app/item/d750f118c302ea0a3e605daee80a387d>