

SALES CALL PLAN – A WINNING PROCESS

PROSPECT _____ **DATE** _____

WHAT ARE THE TOP THREE GOALS OF THIS CALL?

1. _____
2. _____
3. _____

WHAT THREE OBJECTIONS DO I ANTICIPATE?

1. _____
2. _____
3. _____

WHAT ARE THE THREE QUESTIONS I DO NOT WANT TO BE ASKED?

1. _____
2. _____
3. _____

WHAT ARE THE THREE BEST QUESTIONS I CAN ASK AT THIS MEETING?

1. _____
2. _____
3. _____

WHAT QUESTION IS MOST LIKELY TO MOTIVATE THEM TO ACT?

1. _____

QUALIFYING SCORE?

CULTURE	[]
C OMPETITION	[]
MONEY	[]
AUTHORITY	[]
GOALS	[]
NEEDS	[]
ENCOURAGE OBJECTIONS	[]
TIMESCALES	[]
SIZE	[]
SOLUTION	[]

WHAT IS/ARE THE NEXT ACTION(S) AGREED WITH THE PROSPECT?

1. _____
2. _____
3. _____