

# Call Plan

PROSPECT: \_\_\_\_\_

DATE: \_\_\_\_\_

MEETING PARTICIPANTS:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SITUATION

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PHASE OF PURCHASING DECISION

	Where is the prospect?
<i>Recognition of Needs</i>	_____
	_____
<i>Evaluation of Options</i>	_____
	_____
<i>Stalled/Blocked (Basic Issues?)</i>	_____
	_____
<i>Resolution of Concerns</i>	_____
	_____

## ADVANCES/CALL OBJECTIVES

Best Action Commitment: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Minimum Accepted Action: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## BASIC ISSUES

Possible Basic Issues: \_\_\_\_\_

\_\_\_\_\_

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Basic Issue Questions/Actions: \_\_\_\_\_

\_\_\_\_\_

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**QUESTION ROUTE**

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**POSSIBLE SCENARIOS AND OBJECTIONS**

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**REMINDER**

Wrap: End the meeting on what the prospect is going to do, consider your advance

Practice *Golden Silence*

**CALL REVIEW**

- ✓ What advance did I obtain? \_\_\_\_\_
  - ✓ What in my approach went well? \_\_\_\_\_
  - ✓ What do I need to do differently to be more effective? \_\_\_\_\_
- \_\_\_\_\_