PUT THE FOUR STEPS TO WORK

Your next prospecting call

Draft the reason, opening, and questions before you call. Add the buyer's words and the agreed next step afterwards.

- [ ] I have a supported reason to call and a question to check it.
- [ ] I've written an opening that gives them a real choice.
- [ ] I have an impact question and space to record their answer.
- [ ] I know when to suggest a meeting, agree a callback, or stop.

01 Find the reason

Known fact + question to check

Source

Person / role

02 Ask for a moment

Opening: identity, purpose, permission

Time requested

If they decline

03 Follow the answer

Impact question + buyer's answer

Worth exploring?

Still unknown

04 Agree what's next

Proposed next step + purpose

Agreed action / owner

Date / time

Fill in digitally or print. Check each box when that part is ready.