# P3 Selling Detailed Call Plan

The following five parts of a sales call align with how individuals make decisions — always the same and always in the same order:

| Areas to Consider | Call Planning Notes |
|---|---|
| 1. Small Talk:<br>• Open conversation to put people at ease and enhance the relationship.<br>• Consider topics to establish your business credentials. | |
| 2. Introduction:<br>• State and gain agreement on 3 things:<br>i. Call objectives, ideal outcomes, and why they are valuable for your prospect.<br>ii. Topics to be covered, in what order, and the time available.<br>iii. Other topics your prospect wishes to discuss. | |
| 3. Explore:<br>• Confirm what you know or have heard.<br>• Explore areas from your high-level plan using the ASR Sales Play.<br>• Plan your flow to explore the big-picture first and then move to the details.<br>• Note what you plan to suggest and the rationale you will use as justification.<br>• Note your reasoning to counter any objections you might come across.<br>• Recap at the end and gain agreement. | |
| 4. Propose:<br>• Collaboratively respond to identified gaps by asking what could be done to solve them.<br>• Ask and suggest one or more options and discuss the pros & cons of each.<br>• Ask and suggest ideal next steps, along with the rationale, and ask for agreement. | |
| 5. Summary & Action Plan<br>• Summarize the key call outcomes:<br>i. The gaps you uncovered,<br>ii. The options you considered,<br>iii. The agreed next steps, by whom and by when.<br>• Schedule a time for follow-up.<br>• Wrap up and finish with small talk | |