

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
<p>1. Small Talk:</p> <ul style="list-style-type: none"> • Open conversation to put people at ease and enhance the relationship. • Consider topics to establish your business credentials. 	



Areas to Consider	Call Planning Notes
<p>2. Introduction:</p> <ul style="list-style-type: none">• State and gain agreement on 3 things:<ul style="list-style-type: none">i. Call objectives, ideal outcomes, and why they are valuable for your prospect.ii. Topics to be covered, in what order, and the time available.iii. Other topics your prospect wishes to discuss.	



Areas to Consider	Call Planning Notes
<p>3. Explore:</p> <ul style="list-style-type: none">• Confirm what you know or have heard.• Explore areas from your high-level plan using the ASR Sales Play.• Plan your flow to explore the big-picture first and then move to the details.• Note what you plan to suggest and the rationale you will use as justification.• Note your reasoning to counter any objections you might come across.• Recap at the end and gain agreement.	



Areas to Consider	Call Planning Notes
<p>4. Propose:</p> <ul style="list-style-type: none">• Collaboratively respond to identified gaps by asking what could be done to solve them.• Ask and suggest one or more options and discuss the pros & cons of each.• Ask and suggest ideal next steps, along with the rationale, and ask for agreement.	



Areas to Consider	Call Planning Notes
<p>5. Summary & Action Plan</p> <ul style="list-style-type: none">• Summarize the key call outcomes:<ol style="list-style-type: none">i. The gaps you uncovered,ii. The options you considered,iii. The agreed next steps, by whom and by when.• Schedule a time for follow-up.• Wrap up and finish with small talk	