

P3 Selling High-Level Call Plan

There are four areas to consider when making your high-level call planning notes.

Areas to Consider	Call Planning Notes
<p>1. Call Objectives:</p> <ul style="list-style-type: none"> • What am I trying to achieve in this call? • Do my objectives align with the prospect's decision stage? • What value does my prospect get from this interaction (WIIFT)? 	
<p>2. Desired Outcomes:</p> <ul style="list-style-type: none"> • What end results do I expect or hope for during this call? <ol style="list-style-type: none"> i. Primary ii. Alternatives • What actions do I want my prospect to make after the call? • Is what I'm asking them to do reasonable based on where they are in their decision process? 	
<p>3. Areas to Explore:</p> <ul style="list-style-type: none"> • What do I need to understand and influence around how things are and how things should be from both their and my perspectives? <ol style="list-style-type: none"> i. Think in terms of Problems, People, and Processes. • How might I respond to objections related to either requesting information or making suggestions? 	
<p>4. Proposals to Consider:</p> <ul style="list-style-type: none"> • What might I propose to respond to needs I uncover during the "Areas to Explore" step? <ol style="list-style-type: none"> i. Any proposals should lead the prospect to agree to take specific actions related to the Desired Outcomes I listed above and move the buying-decision Process forward. 	