

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)? 	



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<p>2. Desired Outcomes:</p> <ul style="list-style-type: none">• What end results do I expect or hope for during this call?<ul style="list-style-type: none">i. Primaryii. 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?	



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<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?<ul 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?	



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<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?<ul 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.	