



Prospecting Call Plan

FranklinCovey



Company

Contact Date

Company Contact

End in Mind

Get clear on the end in mind: At the end of the call, what do you want them to decide? *Should we be talking?*

Yellow Light(s)

What are the possible doubts, concerns, or objections?

Questions

What questions do you want to ask?

What questions might they ask you?

How will you respond?

How will you respond?

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Opening Statement

1. Introduction: What will you say in the first 15 seconds to create interest?

2. Value Dialogue: What is your hypothesis for creating business value?

Precondition:

When your client says yes to a meeting, ask, “In our upcoming meeting, what two or three things would you like to cover?”

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Or call us at:

+65 6819 9400



