



ACCOUNT:

DATE:

OBJECTIVES OF THE CALL:

What specific actions do I want the client to take during/after this phone call?

- 1.
- 2.
- 3.

My role:

Your role:

CREDIBILITY:

What do I know about this firm and this client/prospect that will help build my credibility?

- 1.
- 2.
- 3.

DEVELOPING NEEDS:

What are the specific changes/challenges occurring with the client and what problems/opportunities (needs) is that creating?

- 1.
- 2.
- 3.

What specific High Impact Questions will I ask to develop those needs in the client's mind?
(Aspects of their organization, department, or themselves)

- 1.
- 2.
- 3.



What are the goals of this client/prospect?

- 1.
- 2.
- 3.

PROOF:

What specific evidence can I give to show that I can impact those goals (problems/opportunities/dreams)?

- 1.
- 2.
- 3.

DIFFERENTIATION:

What will I do to differentiate me from my competition?

- 1.
- 2.
- 3.

POTENTIAL OBJECTIONS	HOW WILL I RESPOND TO THEM?