

PRE-CALL PLANNING WORKSHEET

WHAT TO BRING:

Notepad	Sales Materials	Needs Analysis Worksheet	Menus	Other _____

CALL GOALS:

Minimum - _____

Primary - _____

Visionary - _____

Other - _____

CRUCIAL QUESTIONS TO ASK:

1. _____

2. _____

3. _____

4. _____

CRUCIAL QUESTIONS TO ANTICIPATE:

Common Buyer Objectives:

- _____
- _____
- _____
- _____

Best Possible Responses:

- _____
- _____
- _____
- _____