

# Call Planner

Customer	
Customer / Contact name:	
Last contact details	
Reason for call	
Call Objectives	
What specific actions do you want the prospect to take at the end of the call?	
1.  2.  3.	
Call Planning	
What specific needs do you wish to develop in the prospect's mind?	
1. 2. 3.	
What objections do you anticipate and how will you overcome them?	
1.	
2.	
3.	
Do you have all your evidence/case studies to hand?	
1.	
2.	
3.	
Action Plan	
Planned next action:	
Success of the call:	
What do you need that you don't have now, to move the deal forward?	
1. 2. 3.	
What further qualification can you make?	