

# MANAGER'S MEETING GUIDE

## THE POWER OF PRE-CALL PLANNING

### BEFORE YOUR TRAINING MEETING

1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.

Date of training meeting: \_\_\_\_\_

Time of training meeting: \_\_\_\_\_

I have invited my team.

2. Listen to this week's audio lesson.

I have listened to "The Power of Pre-Call Planning."

Notes:

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3. Develop at least one personal anecdote about this topic:

- How did proper Pre-Call Planning help you? What did you NOT know that hurt you?
- What have you observed a good recruiter doing to pre-call plan? What were that recruiter's results?

4. Get ready for your training meeting the day before it's going to be held:

- Make sure the meeting room seating is arranged for group discussion.
- Be sure to have at least one large whiteboard and/or flip chart with markers.
- Send an e-mail, voice mail, or memo reminder to your team.

## 1

## 2

## 3

## 4

# Topics for Discussion/Action at Your Training Meeting on “The Power of Pre-Call Planning”

- Ask the group to volunteer examples of when something they learned about a lead during the pre-call planning phase definitely helped them gain an accession. What was the information learned? How did they discover it? How did it help?
- Ask the participants for examples of times that they realized they were unprepared for the sales interview. What were you missing? Could you have uncovered the information you needed if you had pre-call planned better?
- What are some of the best ways to find pre-call planning information in our business?
- Ask people to discuss:
  1. *What do your competitors know about you or the Air **Force Reserve** that's hurting you? What can you do about it?*
  2. *What sets you apart from your competition?*

# SALES SUCCESS WORKSHEET

## THE POWER OF PRE-CALL PLANNING

I listened to *"The Power of Pre-Call Planning."*

- Give an example of a time that information you knew before a sales interview helped you gain an accession.

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- Give an example of when you were "surprised" in a sales interview and how it worked against you.

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- Name one lead you hope to interview in the next month.

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See if you can answer the following questions about this lead:

Who else are you competing with?

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What is your competitor's unique advantage? Their weaknesses?

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Where is this lead in the decision-making process?

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Are there any availability constraints?

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What is this lead's previous experience with the military?

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- Bring this worksheet to the next training meeting and be prepared to discuss your answers.