

# 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.