



CUSTOMER NAME: _____

REP NAME: _____

DATE: _____

Call objectives/key information:

Review steps for bonding and rapport and mirroring/matching:

What is your Up-Front Contract (UFC)?

List questions to ask to find pain and keep the prospect talking 70% of the time:



How will you discuss the prospect's budget and decision-making process?

What are objections or issues you expect to encounter, and how do you plan to respond?

List realistic decisions that you should expect the prospect would be able to make at the end of meeting:

List closing questions **or** UFC on how to set up the next interaction (if there is one):

List supportive beliefs that will help you execute the call properly (Ex: No pain, no sale):
