

AUDIT YOUR CURRENT DECISION REALITY

IF YOUR CALLS END WITHOUT DECISIONS, THEY WEREN'T PRODUCTIVE.

YOUR DECISION REALITY

HOW TO USE THIS WORKSHEET

Most founders think their problem is closing. It's not. Your real problem is that most of your calls end with **nothing decided**, which creates false momentum and forces you into endless follow-up.

This worksheet forces you to quantify how often decisions actually happen and where your process collapses. Pull your last 30–60 days of calls. Do not guess.

THE WORKSHEET:

1. Audit your recent calls

Fill this in with real numbers.

Total sales calls taken: _____

Calls that ended with a clear decision: _____

Now calculate:
(Clear-decision calls ÷ Total calls) × 100 = _____ %

If this is under 70%, indecision is your core leak.

2. What qualifies as a "clear decision" in your process?

Check the closest match.

- A paid commitment
- A scheduled next step with purpose
- A yes or no on moving forward
- A follow-up call with a defined decision goal
- I don't actually define this

If you don't define it, prospects won't either.

3. How do most calls actually end?

Pick the most honest answer.

- "Let me think about it"
- "Send me more info"
- "We'll reconnect later"
- "I'll get back to you"
- Awkward wrap-up with no next step

These are not outcomes. They're delays.

4. Where does indecision usually appear?

Choose the pattern you see most.

- After discovery
- After solution overview
- After price
- At the very end
- Throughout the call

This shows where leadership disappears.

5. What do you usually do when no decision is made?

Be honest.

- Reassure them
- Over-explain
- Offer to follow up
- Discount
- Hope they reply later

Every one of these trains avoidance.

6. Look at your last 5 calls without a decision

Fill this table in.

Call	Lead Type	Offer	How It Ended	Decision Missing
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
4	_____	_____	_____	_____
5	_____	_____	_____	_____

Patterns matter more than individual calls.

7. What decision were you hoping they'd make?

Fill this in honestly.

"I wanted them to decide _____."

Examples:

- move forward
- book another call
- commit to a plan
- say yes or no

If it wasn't stated, it wasn't real.

8. What stops YOU from pushing for a decision?

Choose the real reason.

- Fear of being pushy
- Fear of rejection
- Fear of losing rapport
- Uncertainty about next step
- Lack of confidence in offer

This fear is costing you clarity.

9. Reframe today's truth

Finish this sentence.

"My calls don't stall because prospects are indecisive. They stall because I _____."

Examples:

- don't frame decisions
- don't lead the conversation
- don't ask clearly
- don't set expectations

Write yours:

10. Lock in the insight

This matters.

"If a call ends without a decision, it was a system failure—not a lead problem."

Signed: _____

Date: _____

Why This Matters:

Indecision creates fake progress. Fake progress kills momentum, drains energy, and forces follow-up that rarely converts. Once you start designing calls around decisions instead of conversations, everything downstream improves. Tomorrow, we'll diagnose why prospects avoid deciding—and what you're doing that allows it.

If you want help rebuilding your sales calls so every conversation ends with clarity:

<https://square1grp.com/brainstormsession>