IDENTIFY WHERE DECISIONS COLLAPSE IN YOUR CALL

PROSPECTS DON'T AVOID DECISIONS AT THE END. THEY AVOID THEM WHERE YOU STOP LEADING.

WHER EDECISIONS COLLAPSE

HOW TO USE THIS WORKSHEET

Indecision doesn't magically appear in the final five minutes of a call. It's created earlier—when expectations aren't set, urgency isn't framed, or leadership gets handed to the prospect.

Today you're identifying the **specific moments** where decisions collapse so you can stop fixing symptoms and start fixing structure.

THE WORKSHEET:

1. Where does the call start to drift?

Choose the most accurate answer.

- ☐ Right after the intro
- ☐ During discovery
- ☐ When transitioning to the offer
- ☐ When price is introduced
- ☐ At the decision moment It never feels controlled

This is your first red flag.

2. Which of these best describes your discovery process?

Be honest.

- ☐ Free-flow conversation
- ☐ Loose question list
- ☐ Deep but unfocused
- ☐ Surface-level
- ☐ Highly structured

Unstructured discovery creates unstructured decisions.

3. What do you usually do right before presenting your offer?

Pick the closest match.

- ☐ Summarize the problem clearly
- ☐ Ask if they're interested
- ☐ Jump straight into the solution
- ☐ Ease into it casually
- ☐ Hope they're ready

Hope is not a strategy.

4. Do you ever preview the decision early in the call?

Answer honestly.

- ☐ Yes, every time
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

Surprise decisions create resistance.

5. What happens when you mention price?

Choose what feels most true.

- ☐ Energy drops
- ☐ Questions increase
- ☐ They go quiet
- ☐ They change the subject
- ☐ They ask for time

Price exposes weak framing upstream.

6. Which moment feels most uncomfortable for YOU?

Pick the one you avoid.

- ☐ Naming the real problem
- ☐ Creating urgency
- ☐ Asking for commitment
- ☐ Holding silence
- ☐ Challenging hesitation

That avoidance is the crack decisions fall through.

7. Look at your last indecisive call

Answer this clearly. What was unclear for the prospect?

- ☐ The problem
- ☐ The outcome
- ☐ The process
- ☐ The risk
- ☐ The urgency
- ☐ The decision

Clarity kills hesitation.

8. Rewrite the moment you lost control

Finish this sentence the way it should have been said.

"Based on what you told me, the real issue is _____, and the next step is _____."

Write yours:
_____

This sentence anchors the decision.

9. Identify the moment you need to lead harder

Fill this in.

"The moment I need to take control instead of staying comfortable is when _____."

Examples:
- they hesitate
- they ask for time
- they deflect
- they stall

Write yours:
_____

10. Lock today's realization

Finish this sentence.

"My calls stall because I lose leadership when _____."

Examples:
- price comes up
- a decision is required
- discomfort appears

Write yours:
_____

Why This Matters:

Indecision isn't about convincing harder. It's about leading earlier. Once you know where decisions collapse, you can redesign that moment instead of chasing prospects afterward. Tomorrow, we'll install a decision-first call system so every conversation ends with clarity—yes or no.

If you want help rebuilding your calls so leadership never slips and decisions actually happen:

https://square1grp.com/brainstormsession