

INSTALL A DECISION-FIRST CALL SYSTEM

DECISIONS DON'T HAPPEN BY ACCIDENT. YOU DESIGN THEM OR YOU LOSE THEM.

DECISION-FIRST CALL SYSTEM

HOW TO USE THIS WORKSHEET

At this point, one thing should be obvious: Prospects don't "avoid deciding." They decide not to decide when the call isn't designed to support a decision.

Today you're installing a **decision-first structure** that makes clarity unavoidable and drifting impossible. This is not about closing harder. This is about leading cleaner.

THE WORKSHEET:

<p>1. Define the single decision your call must produce</p> <p>Every call exists to create ONE decision. Finish this sentence:</p> <p>"The purpose of this call is for the prospect to decide _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • whether to move forward now • whether this problem is worth solving • whether I'm the right person to help <p>Write yours: _____</p> <p>If you can't name it, the prospect won't make it.</p>	<p>2. Choose your decision format</p> <p>Decisions must be binary or they won't happen. Pick one and commit to it.</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Move forward <input type="checkbox"/> Don't move forward <input type="checkbox"/> Now <input type="checkbox"/> Not now <input type="checkbox"/> Qualified <input type="checkbox"/> Disqualified</p> <p>Your format: _____</p> <p>Open-ended calls create endless follow-up.</p>	<p>3. Install the decision preview (early in the call)</p> <p>This removes surprise and resistance later.</p> <p>Template: "By the end of this call, we'll decide _____ . Does that work for you?"</p> <p>Write your version: _____</p> <p>If they agree here, hesitation later has nowhere to hide.</p>	<p>4. Anchor the cost of not deciding</p> <p>Indecision survives when inaction feels safe. Finish this sentence: "If nothing changes, the cost of staying where you are is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • lost revenue • wasted time • continued frustration • missed opportunities <p>Write yours: _____</p> <p>Urgency must be real, not implied.</p>	<p>5. Install a pre-price commitment check</p> <p>Never drop price without this. Template: "If we can solve _____, are you open to moving forward?"</p> <p>Write your version: _____</p> <p>This filters fake interest before price is discussed.</p>
<p>6. Define your price delivery rule</p> <p>Pick one rule and follow it every time.</p> <p><input type="checkbox"/> Price is only shared after commitment <input type="checkbox"/> Price is framed as a decision, not information <input type="checkbox"/> Price is tied to the outcome, not features <input type="checkbox"/> Price is never casually mentioned</p> <p>Your rule: _____</p> <p>Random pricing creates random reactions.</p>	<p>7. Write your decision-moment close</p> <p>This is clear, calm, and direct. Template: "Based on everything we discussed, the next step is _____ . Are you ready to do that?"</p> <p>Write yours: _____</p> <p>If you don't ask, they drift.</p>	<p>8. Install your anti-stall response</p> <p>When hesitation shows up, you don't chase.</p> <p>Template: "Before we pause, what specifically needs clarity for you to decide?"</p> <p>Write your version: _____</p> <p>This forces the real issue into the open.</p>	<p>9. Set your stall boundary</p> <p>This protects your time and authority. Finish this sentence: "If a prospect can't decide after _____, I will _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • end the call cleanly • disqualify respectfully • schedule a decision-only follow-up <p>Write yours: _____</p> <p>Boundaries eliminate endless maybes.</p>	<p>10. Lock the system</p> <p>This is the mindset shift. "I don't run calls to be liked. I run calls to create clarity."</p> <p>Signed: _____</p> <p>Date: _____</p>

Why This Matters:

When calls are designed around conversations, prospects drift. When calls are designed around decisions, clarity becomes inevitable. You don't need better persuasion. You need better structure. This worksheet installs that structure.

If you want help installing this decision-first system into your actual calls, scripts, and follow-up:

<https://square1grp.com/brainstormsession>