THE DECISION-FIRST SALES PLAYBOOK

Stop chasing maybes. Start leading decisions.

URGENCY

LEAD

MOMENTUM

DECISION

FORMAT

STRUCTURE

1

COST
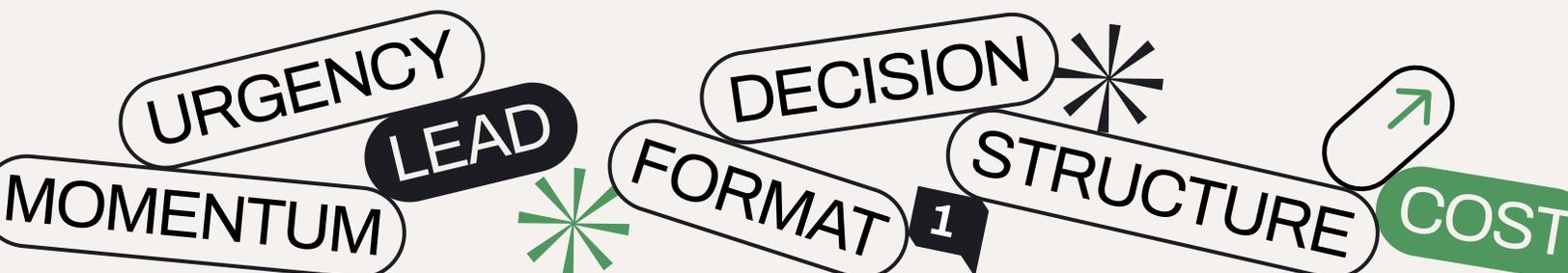
AUDIT YOUR CURRENT DECISION REALITY

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

DIAGNOSE WHY PROSPECTS AVOID DECIDING

INDECISION ISN'T CAUTION. IT'S CONFUSION OR LACK OF LEADERSHIP.

WHY PROSPECTS AVOID DECIDING

HOW TO USE THIS WORKSHEET

Prospects don't avoid decisions because they're careful. They avoid decisions because something feels unclear, unsafe, or unnecessary.

Today you'll identify **which version of indecision** you're actually dealing with so you can stop responding with generic follow-up and start fixing the real issue.

THE WORKSHEET:

1. When prospects hesitate, what do they usually say?

Choose the phrase you hear most often.

- ☐ "I need to think about it"
- ☐ "Send me more info"
- ☐ "Let me talk to my partner/team"
- ☐ "Now's not the right time"
- ☐ "I just want to explore options"

Different words. Same avoidance.

2. Identify the FOUR real reasons people avoid deciding

Read each and check the ones you recognize most.

- ☐ They don't fully understand the problem yet
- ☐ They don't fully trust the solution
- ☐ They don't trust themselves to follow through
- ☐ They don't feel pressure to decide now

Most calls break on only one of these.

3. Match the hesitation to the real cause

Fill in the blank.

"They said _____, but the real issue was _____."

Examples:
- "They said timing, but the real issue was urgency."
- "They said price, but the real issue was confidence."

Write yours:
_____

4. What did YOU fail to establish earlier in the call?

Choose the most uncomfortable answer.

- ☐ Authority
- ☐ Clarity
- ☐ Urgency
- ☐ Decision framing
- ☐ Clear outcomes
- ☐ Expectations

Indecision grows where structure is missing.

5. Which part of the call feels the weakest to you?

Be honest.

- ☐ Opening
- ☐ Discovery
- ☐ Transition to offer
- ☐ Price discussion
- ☐ Decision moment

That's where indecision is born.

6. Look at your last stalled call

Answer this clearly. What decision were they being asked to make?

- ☐ Commit time
- ☐ Commit money
- ☐ Commit effort
- ☐ Commit to change

If that decision wasn't named early, hesitation was inevitable.

7. What do you usually do to "keep it comfortable"?

Pick the one you rely on most.

- ☐ Soften language
- ☐ Downplay commitment
- ☐ Avoid urgency
- ☐ Offer more options
- ☐ Delay the decision

Comfort kills clarity.

8. Reframe the hesitation

Finish this sentence.

"When a prospect avoids deciding, it usually means _____."

Examples:
- they don't see urgency
- they're unclear on value
- they don't feel led

Write yours:
_____

9. Choose the ONE cause you'll fix first

You cannot fix all four at once. The primary cause of indecision in my calls is:
_____

This becomes your focus.

10. Lock today's insight

Finish this sentence.

"Prospects don't avoid decisions because they're difficult. They avoid them because I _____."

Examples:
- don't create urgency
- don't lead confidently
- don't frame the decision
- don't anchor the cost of inaction

Write yours:
_____

Why This Matters:

When you misdiagnose indecision, you respond with reassurance, follow-up, and hope. When you understand the real cause, you can design calls that make decisions feel natural instead of forced. Tomorrow, we'll identify the exact moments in your calls where indecision is created—and how to fix them.

If you want help rebuilding your calls so prospects decide instead of drift:

https://square1grp.com/brainstormsession

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

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:

1. Define the single decision your call must produce

Every call exists to create ONE decision. Finish this sentence:

"The purpose of this call is for the prospect to decide _____."

Examples:
- whether to move forward now
- whether this problem is worth solving
- whether I'm the right person to help

Write yours:
_____

If you can't name it, the prospect won't make it.

2. Choose your decision format

Decisions must be binary or they won't happen. Pick one and commit to it.

- ☐ Yes
- ☐ Move forward
- ☐ Now
- ☐ Qualified
- ☐ No
- ☐ Don't move forward
- ☐ Not now
- ☐ Disqualified

Your format:
_____

Open-ended calls create endless follow-up.

3. Install the decision preview (early in the call)

This removes surprise and resistance later.

Template:
"By the end of this call, we'll decide _____. Does that work for you?"

Write your version:
_____

If they agree here, hesitation later has nowhere to hide.

4. Anchor the cost of not deciding

Indecision survives when inaction feels safe. Finish this sentence:

"If nothing changes, the cost of staying where you are is _____."

Examples:
- lost revenue
- wasted time
- continued frustration
- missed opportunities

Write yours:
_____

Urgency must be real, not implied.

5. Install a pre-price commitment check

Never drop price without this. Template:

"If we can solve _____, are you open to moving forward?"

Write your version:
_____

This filters fake interest before price is discussed.

6. Define your price delivery rule

Pick one rule and follow it every time.

- ☐ Price is only shared after commitment
- ☐ Price is framed as a decision, not information
- ☐ Price is tied to the outcome, not features
- ☐ Price is never casually mentioned

Your rule:
_____

Random pricing creates random reactions.

7. Write your decision-moment close

This is clear, calm, and direct. Template:

"Based on everything we discussed, the next step is _____. Are you ready to do that?"

Write yours:
_____

If you don't ask, they drift.

8. Install your anti-stall response

When hesitation shows up, you don't chase.

Template:
"Before we pause, what specifically needs clarity for you to decide?"

Write your version:
_____

This forces the real issue into the open.

9. Set your stall boundary

This protects your time and authority. Finish this sentence:

"If a prospect can't decide after _____, I will _____."

Examples:
- end the call cleanly
- disqualify respectfully
- schedule a decision-only follow-up

Write yours:
_____

Boundaries eliminate endless maybes.

10. Lock the system

This is the mindset shift.
"I don't run calls to be liked. I run calls to create clarity."

Signed:
_____

Date:
_____

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

Prospects don't avoid decisions —they avoid confusion, pressure, and risk.

If your calls end in "let me think about it," this playbook shows you exactly why — and how to fix it.

Design calls that create clarity, confidence, and decisions. Start inside.

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