AUDIT YOUR "GOOD CALL" ILLUSION

A CALL THAT FEELS GOOD BUT DOESN'T CLOSE ISN'T A GOOD CALL.

GOOD CALL ILLUSION

HOW TO USE THIS WORKSHEET

Most solopreneurs judge calls by how they feel. The prospect was nice. The conversation flowed. There was rapport. They said they were interested. nd yet… no deal happens.

Today you stop measuring calls by vibes and start measuring them by outcomes. This worksheet forces you to look at how many calls that feel successful actually turn into revenue. The goal is to separate emotional satisfaction from financial results.

THE WORKSHEET:

1. Define what you consider a "good call"

Finish this sentence honestly:

"A good sales call is one where _____."

Examples:
- the conversation flows
- the prospect is friendly
- we connect well
- they seem interested
- they like the offer

Write yours:
_____

2. Count your recent sales calls

Look at the last 30–60 days.

Fill in:
Sales calls taken: _____
Deals closed: _____
Deals stalled: _____
Prospects ghosted: _____

Now look at reality instead of memory.

3. Measure call-to-close conversion

Fill in:

Out of _____ calls, _____ became clients.
Conversion rate = _____ %

If calls feel good but conversion is low, the call structure is broken.

4. Identify how many calls felt successful but didn't close

Fill in:

Calls that felt successful: _____
Calls that actually closed: _____

This shows the illusion gap.

5. Identify your most common call ending

Check the most frequent outcome:

- ☐ "I'll think about it"
- ☐ "Send me the details"
- ☐ "Follow up next week"
- ☐ Ghosting
- ☐ Comparison shopping
- ☐ Delay

Check yours.

6. Identify where momentum usually dies

Finish this sentence:

"Momentum usually dies after _____."

Examples:
- pricing discussion
- proposal send
- call ends
- next steps unclear

Write yours:
_____

7. Identify the emotional trap

Finish this sentence honestly:

"I leave calls feeling _____ even when no decision is made."

Examples:
- hopeful
- relieved
- confident
- optimistic

Write yours:
_____

Good feelings replace real outcomes

8. Count pipeline illusion revenue

Estimate revenue stuck in calls that felt positive but never converted.

Fill in:
Revenue stuck in stalled deals: $_____

This is emotional pipeline vs real pipeline.

9. Identify the assumption you make

Finish this sentence:

"The deal didn't close because _____."

Examples:
- they needed time
- timing wasn't right
- budget issues
- they got busy

Often these assumptions protect broken systems.

Write yours:
_____

10. Lock the realization

Finish this sentence:

"A good call is not one that feels good. A good call is one that _____."

Examples:
- creates decisions
- creates commitments
- moves the deal forward

Write yours:
_____

Why This Matters:

Rapport doesn't pay you. Interest doesn't pay you. Good conversations don't pay you. Decisions pay you.
Today exposed how many calls feel successful but produce no commitment. Tomorrow we diagnose exactly where calls lose leadership and prospects drift into delay.

If you want help turning sales calls into commitment conversations instead of pleasant chats:

https://square1grp.com/brainstormsession