

DIAGNOSE WHERE CALLS LOSE CONTROL

CALLS DON'T FAIL AT THE END. THEY FAIL THE MOMENT LEADERSHIP DISAPPEARS.

WHERE CALLS LOSE CONTROL

HOW TO USE THIS WORKSHEET

Yesterday you measured how many calls feel good but don't close. Today, we find the exact moment control slips. Most calls don't collapse because of price or objections.

They collapse because structure disappears and the prospect quietly takes control of the timeline.

This worksheet helps you pinpoint where calls drift so you can stop losing momentum mid-conversation.

THE WORKSHEET:

<p>1. Identify where the call starts strong</p> <p>Finish this sentence:</p> <p>"My calls usually start strong when _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • rapport builds quickly • they're excited • they share their problem • conversation flows <p>Write yours:</p> <p>_____</p>	<p>2. Identify where momentum weakens</p> <p>Finish this sentence:</p> <p>"Momentum usually weakens when _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • we transition to pricing • we move to next steps • I explain the offer • I ask for commitment <p>Write yours:</p> <p>_____</p>	<p>3. Identify when you start talking too much</p> <p>Finish this sentence:</p> <p>"I usually start over-explaining when _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • I sense hesitation • they ask questions • price comes up • I feel pressure <p>Write yours:</p> <p>_____</p>	<p>4. Identify where leadership slips</p> <p>Finish this sentence:</p> <p>"Leadership slips when I _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • stop guiding the conversation • let them control next steps • avoid asking direct questions • become passive <p>Write yours:</p> <p>_____</p>	<p>5. Identify the moment you avoid pressure</p> <p>Finish this sentence honestly:</p> <p>"I avoid pushing for clarity when _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • I fear sounding salesy • I don't want to pressure them • I'm unsure how to ask <p>Write yours:</p> <p>_____</p>
<p>6. Identify the most common drift phrase</p> <p>Check what you hear most often:</p> <ul style="list-style-type: none"> <input type="checkbox"/> "Let me think about it." <input type="checkbox"/> "Send me the info." <input type="checkbox"/> "I'll get back to you." <input type="checkbox"/> "Let me talk to someone." <input type="checkbox"/> "Follow up later." <p>Check yours:</p> <p>_____</p>	<p>7. Identify unclear next steps</p> <p>Finish this sentence:</p> <p>"Calls end without a clear next step because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • I assume they'll follow up • I don't define next steps • I hope they decide later <p>Write yours:</p> <p>_____</p>	<p>8. Diagnose buyer confusion</p> <p>Finish this sentence:</p> <p>"The buyer leaves the call unsure about _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • what happens next • how to decide • what commitment looks like <p>Write yours:</p> <p>_____</p>	<p>9. Identify your avoidance pattern</p> <p>Finish this sentence:</p> <p>"Instead of guiding the decision, I usually _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • wait • hope • follow up later • send info <p>Write yours:</p> <p>_____</p>	<p>10. Lock the diagnosis</p> <p>Finish this sentence:</p> <p>"My calls lose control because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • structure disappears • leadership disappears • decision framing disappears <p>Write yours:</p> <p>_____</p>

Why This Matters:

Sales calls rarely fail because prospects resist. They fail because leadership disappears. When structure fades, buyers default to delay. Tomorrow we rebuild the call so momentum naturally leads toward decisions instead of drift.

If you want help rebuilding calls so prospects move toward decisions instead of delay:

<https://square1grp.com/brainstormsession>