

REBUILD THE CALL AROUND DECISIONS

SALES CALLS SHOULDN'T BE CONVERSATIONS. THEY SHOULD BE DECISION JOURNEYS.

CALL AROUND DECISIONS

HOW TO USE THIS WORKSHEET

By now you've seen the problem. Calls feel good. Conversations flow. Prospects engage. But decisions don't happen. That's because most sales calls are built around talking, not deciding.

Today you redesign your calls so every stage naturally leads toward a decision instead of drifting into follow-up limbo. The goal is to shift calls from discussion-based to decision-based.

THE WORKSHEET:

<p>1. Map your current call flow</p> <p>Fill in what usually happens: Intro → _____ → _____ → Call ends</p> <p>Example: Intro → discovery → offer explanation → Q&A → call ends</p> <p>Your call flow: _____</p>	<p>2. Identify where decisions disappear</p> <p>Finish this sentence: "My calls usually end without _____."</p> <p>Examples: a decision clear commitment defined next step</p> <p>Write yours: _____</p>	<p>3. Define the purpose of your calls</p> <p>Finish this sentence: "The purpose of my sales calls is to help prospects _____."</p> <p>Examples: • make a decision • decide next steps • commit or decline</p> <p>Write yours: _____</p>	<p>4. Install the decision expectation early</p> <p>Finish this sentence: "At the start of the call, I should tell prospects _____."</p> <p>Examples: • we'll decide next steps together • the goal is to see if moving forward makes sense • we'll determine fit today</p> <p>Write yours: _____</p>	<p>5. Identify the missing transition</p> <p>Finish this sentence: "My calls lack a transition from _____ to _____."</p> <p>Examples: discussion to decision questions to commitment information to action</p> <p>Write yours: _____</p>
<p>6. Define your decision point</p> <p>Finish this sentence: "The decision should happen _____."</p> <p>Examples: • at the end of the call • after the offer review • after concerns are handled</p> <p>Write yours: _____</p>	<p>7. Remove evaluation drift</p> <p>Finish this sentence: "Prospects should not leave calls without _____."</p> <p>Examples: • choosing next steps • making a decision • clear action</p> <p>Write yours: _____</p>	<p>8. Redesign your call journey</p> <p>Fill in the improved flow: Intro → Discovery → _____ → Decision → Next Step</p> <p>Examples: • offer framing • solution alignment • commitment discussion</p> <p>Write yours: _____</p>	<p>9. Define leadership behavior</p> <p>Finish this sentence: "On calls, my job is to guide prospects toward _____."</p> <p>Examples: • clarity • decisions • commitment</p> <p>Write yours: _____</p>	<p>10. Lock the redesign principle</p> <p>Finish this sentence: "A great call creates _____, not just rapport."</p> <p>Examples: • decisions • commitment • movement</p> <p>Write yours: _____</p>

Why This Matters:

Rapport creates comfort. Structure creates decisions. When calls are designed around conversation, prospects drift. When calls are designed around decisions, momentum moves naturally toward commitment. Tomorrow we install the commitment system that ensures calls produce action instead of endless follow-up.

If you want help installing decision-driven call systems that convert conversations into clients:

<https://square1grp.com/brainstormsession>