

INSTALL A CALL COMMITMENT SYSTEM

IF COMMITMENT ISN'T BUILT INTO THE CALL, DELAY BECOMES THE DEFAULT.

CALL COMMITMENT SYSTEM

HOW TO USE THIS WORKSHEET

By now, the pattern is clear. Calls feel good. Prospects engage. Interest shows up. But commitment never happens because there is no system guiding the decision.

Today you install a commitment structure so calls consistently produce decisions instead of follow-up limbo. This worksheet converts your calls from conversations into commitment engines.

THE WORKSHEET:

<p>1. Define the true outcome of your calls</p> <p>Finish this sentence:</p> <p>"The purpose of my sales calls is to produce _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • a decision • a commitment • a clear next step • a yes or no <p>Write yours:</p> <p>_____</p>	<p>2. Define what commitment looks like</p> <p>Finish this sentence:</p> <p>"Commitment at the end of the call looks like _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • payment • agreement signed • enrollment • kickoff scheduled <p>Write yours:</p> <p>_____</p>	<p>3. Install decision framing</p> <p>Finish this sentence:</p> <p>"At the beginning of calls, I will tell prospects _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • we'll decide next steps together • today we'll determine if moving forward makes sense • we'll know by the end of this call <p>Write yours:</p> <p>_____</p>	<p>4. Create your commitment moment</p> <p>Finish this sentence:</p> <p>"The commitment moment happens _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • at the end of the call • after the offer discussion • after questions are resolved <p>Write yours:</p> <p>_____</p>	<p>5. Install decision boundaries</p> <p>Finish this sentence:</p> <p>"If a prospect isn't ready to decide, then _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • we pause the opportunity • we revisit later • the process stops for now <p>Write yours:</p> <p>_____</p> <p>Boundaries prevent endless chasing.</p>
<p>6. Remove follow-up drift</p> <p>Finish this sentence:</p> <p>"I will no longer allow calls to end with _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • undefined next steps • open follow-up loops • unclear decisions <p>Write yours:</p> <p>_____</p>	<p>7. Install urgency framing</p> <p>Finish this sentence:</p> <p>"If nothing changes, the prospect will continue experiencing _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • their current frustration • lost revenue • growth stagnation <p>Write yours:</p> <p>_____</p> <p>Without consequence, delay feels safe.</p>	<p>8. Create your commitment script</p> <p>Example template:</p> <p>"The goal of this call is to decide whether moving forward makes sense. If it does, we'll take the next step today. If not, we'll close the loop cleanly."</p> <p>Write your version:</p> <p>_____</p>	<p>9. Install your new operating rule</p> <p>Finish this sentence:</p> <p>"From now on, every call will include _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • a decision moment • clear next step • commitment conversation <p>Write yours:</p> <p>_____</p>	<p>10. Lock the system principle</p> <p>Finish this sentence:</p> <p>"Good calls don't create conversations. They create _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • decisions • commitments • movement <p>Write yours:</p> <p>_____</p>

Why This Matters:

Sales calls don't fail because prospects resist. They fail because commitment is never engineered. When calls end without decisions, prospects default to delay. When calls include commitment structure, action becomes natural. A sales call should end with clarity, not confusion.

If you want help installing commitment systems that turn conversations into clients:

<https://square1grp.com/brainstormsession>