

# Six Steps to a Successful Sales Call

## Personal Performance Planning

### Purpose

- Schedule your success
- Protect your productivity

### Principles

- Our performance is driven by deadlines
- We can achieve our vision

### Plan

- Select the valued elements
- Plan ahead

# Six Steps to a Successful Sales Call

1. Define the Objective
2. Identify the available play types
3. Select the plays
4. Practice!
5. Execute the sales call
6. Evaluate