



Building elite sales teams

THE PERFECT OUTBOUND CALL COACH'S CHECKLIST

√ Game Film Critique √

	Words	Vocal Persona	Comments
1. Cognitive Mobilizer			
2. Disarming Honesty			
3. Proposed Plan			
4. Role-Specific Diagnostic Probes			
5. Deeper Diagnostic			
6. Next Step or No			
7. Back Out?			