

Call Plan	
Current Status of Account > >	Key Relationships > >
Date of Call >	Time Requested/Scheduled >
Objectives of Call: <i>What is it I want my client/prospect to think, believe, feel or remember about this conversation? What will I have achieved by this conversation?</i> > >	
Introduce: <i>Who are you? What do you do?</i> >	
Insight: <i>What do you know about me, my position, my organization or my industry?</i> >	
Inspire: <i>Why should I listen to you? Why is this of value to me?</i> >	
Invest: <i>What do you expect from me? How will we spend our time together?</i> >	
Results and Future Action (Mutual Investment/Commitment): >	