

ACTION PLAN

What will you do differently as a result of what you learned in this section?

Sit in with more follow up phone calls, make sure there is "meat" in what we are saying and just fluff to mark the call as completed. take a couple calls A-Z and then pass some to the rep.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

benefits - more engagement, listening for buying cues, second voice/face into the interaction, more streamlined flow. ensure we are setting who we're and what we expect out of the ^{house} _{calls}

Consequences - letting deals slip away, no follow up leaving sour taste in customer mind, poor reviews

What obstacles might you encounter and how can you overcome them?

Sales rep negativity - be persistent, by doing the calls myself
 lack of motivation - work one on one - feed off one another's energy.
 too many NO'S. - all it takes is one yes. to build up confidence.

Identify your first few steps and the people who can help you with them.

look through CRM - start most recent w/ low hanging fruit and work through 180 days.

Serwan, Robyn and Fawaz to assist.

Start Date: March 15th, 2021

Completion Date: March 31st, 2021