

# Sales Call Log

Number \_\_\_\_\_ Date \_\_\_\_\_ Type of Call:  Customer  Prospect

Name of Company \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Comments

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Purpose of Call

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Opening Conversation

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Sales Story

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Benefits to Customer

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Objections or Resistance Response

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Closing Conversation

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When to Follow Up

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