



# PRE-CALL PLANNING



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## You're Always **Selling Your Brand!!**

- Before, During & After the Call
- Appearance... Red Vest
- Vehicle

## Be Prepared

- Review Customer Information
- Have all Materials
- Be on Time

## Samples & Literature

- Clean and Neat
- In Good Working Order

## Look Around the Neighborhood

- Be Observant of the Neighborhood
  - Look for Styles, Colors etc.
  - Other Potential Customers
- Observe Exterior of Home
  - Other Opportunities
  - Note Conversation Pieces