



# OUTGROW PROACTIVE CALL PLANNER

My Best Customers Who Can Buy More	Customers Who Used To Buy But Stopped
My Smaller & Medium Customers Who Can Buy More From Me	Customers Who Recently Received Products or Services – Follow Up
Customers I Haven't Talked To In 3 Months Or More	PROSPECTS – I Am Having Active Conversations With – Follow Up
PROSPECTS – I Once Talked To But They Did Not Buy – Follow Up	PROSPECTS – I Know Are Buying Elsewhere