|  |  |
| --- | --- |
| **Customer identification** | |
| **Name of the customer** |  |
| **Customers Participants** |  |
| **Australia Post participants** |  |
| **Date of meeting** |  |
| **Phone or in person** |  |

|  |  |
| --- | --- |
| **Call strategy** | |
| **At the end of the call what do we want the customer to decide?** | |
|  | |
| **What is the agenda for the meeting** | |
|  | |
| **What are the key messages/ value proposition you want to communicate to the customer** | |
|  | |
| **What are the questions you want to ask?** | |
|  | |
| **Identify any potential questions/ objections and your response** | |
|  | |
| **Question/ Objection** | **Response** |
|  |  |
| **What next steps might you suggest to the customer at the end of the meeting** | |
|  | |

|  |  |
| --- | --- |
| **Checklist for success** | |
| **The intent driving our meeting** |  |
| **Are we clear on our teams roles and responsibilities (if multiple Australia Post people are attending)** |  |
| **Have we prepared the right materials to help us communicate our value proposition?** |  |
| **Are the right people from the customer attending?** |  |
| **Do we have adequate time?** |  |
| **Have we set the right expectations?** |  |

NOTE: This is not the official PWC created call plan but an example based on the call plan from the PWC Sales Process Design and has not been approved by AusPost. This is simply provided as an example for demonstration purposes for the Salesforce.com project team.