



Planning for Advances Worksheet

STRATEGY Ideas to help this prospect advance	ACTION What's the next activity?	OUTCOME What's the likely outcome?	Creative Follow Up: How can I personalize this next step?
1.			
2.			
3.			
4.			
5.			
6.			
7.			

Possible Outcomes:

S = Sale

A = Advance

C = Continuation

L = Lost Lead