DIAL SHEET

The Classic | Free from Richard and Jayne | SalesBEAST Closer Boot Camp

NAME _____ **DATE** _____ **TODAY'S DIAL TARGET** _____ **START TIME** _____

OF DIALS

Cross off a number every time you dial. Each row is 40 dials; the running count is on the right.

TOTAL _____

1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	40
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	80
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	120
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	160
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	200
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	240
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	280
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	320
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	360
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**	400

OF CONNECTS

Someone picked up the phone. Voicemails and no answers don't count.

TOTAL _____

1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**

OF PRESENTATIONS

To a decision maker. Not the receptionist or secretary.

TOTAL _____

1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**
1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**

OF LEADS

They said send information by email or mail, and it's okay to call back for a second call.

TOTAL _____

1	2	3	4	5	6	7	8	9	**10**	11	12	13	14	15	16	17	18	19	**20**	21	22	23	24	25	26	27	28	29	**30**	31	32	33	34	35	36	37	38	39	**40**

END OF DAY RATIOS: Dials per connect _____ Connects per presentation _____ Presentations per lead _____

HOW TO USE YOUR DIAL SHEET

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Why a dial sheet?

Most salespeople guess at why they're struggling. A dial sheet takes the guessing away. It counts the work, shows you exactly where your day leaks, and won't let you blame the leads until you've proven you made the dials.

How it works

1. **Set it up before your first dial.**
   Write your name, the date, your start time and today's dial target. Set the bar high. If you've been doing 40, write 120. Serious closers live at 200 to 400.
2. **Every dial counts.**
   Each time you dial, cross off the next number in the dials rows, left to right. Each row is 40 dials, and the running count on the right tells you where you stand: 40, 80, 120, all the way to 400.
3. **Connects: a live person.**
   Someone picked up the phone. Voicemails and no answers don't count here, but they still count as dials.
4. **Presentations: decision makers only.**
   You delivered your message to the person who can say yes. The receptionist or the secretary doesn't count.
5. **Leads: a reason to call back.**
   They said send information by email or mail, and it's okay to call back for a second call.
6. **Total it up before you leave.**
   Fill in each total and the ratios at the bottom. Start a fresh sheet every day and keep the week's sheets together.

Read your sheet: where did the day leak?

Not enough dials?
Then nothing else matters yet. No dials means no connects, no presentations and no leads. Dial more.

Plenty of dials, few connects?
Check your leads and your timing. Calling home numbers in the middle of the workday? Work numbers at night? Fix the list or the clock.

Connects, but few presentations?
Your opening is losing them, or you're stuck talking to the gatekeeper. Work your way to the decision maker.

Presentations, but no leads?
Then it's the presentation. Tighten it, practice it, and always ask for the next step.

The honesty rule

The sheet doesn't lie, so don't lie to the sheet. On the best sales floors, managers collected these sheets and checked them. If the sheet said 300 and the truth said 100, that wasn't a sales problem. It was a character problem. Fudge the sheet and the only person you fool is the one who needs the truth most. You.

Say it out loud before you start:

My numbers tell the truth, and I can handle the truth.