Account:	Date of Call:
Plan for Success	Building on your success, what will you plan to do again on your next call?
	What area of opportunity can you plan better for next time?
Establish the Relationship	In establishing the relationship, what did you do/notice regarding gender differences?
Identify Customers Needs	In identifying customer needs, what did you do/notice regarding gender differences?
Create Value with your Solution	What was your basis for value?
	How did the customer respond to the solution? Did you notice anything regarding gender differences?
Discuss Issues	What issues arose and how did you handle them?
	Do you think gender differences had an impact on resolving the issues?
Deliver Customer Satisfaction	What steps regarding gender differences will you take away and plan for in your next call on this customer?

## Evolved Selling Call Follow-Up Form<sup>™</sup>