

***Evolved Selling Model Planning Form™***

Account: _____ Date of Call: _____ What is the objective of the call and who is the buyer? _____	
Plan for Success	What is the gender of the buyer?  What gender differences may be present in the call?  Do you anticipate a relational or transactional sale? What data do you have to support this belief?
Establish the Relationship	How do you anticipate gender differences being involved in establishing a relationship?
Identify Customers Needs	What steps regarding gender differences will you plan for in identifying customer needs?
Create Value with your Solution	What is the basis for value?  How does this link to customer needs?
Discuss Issues	What issues do you anticipate and how will you handle them?  What gender differences may have an impact on resolving issues?
Deliver Customer Satisfaction	What steps regarding gender differences will you take away and plan for in your next call on this customer?