

Paul Castain's
Call Me Back
AFTER The Holidays
Workbook!



Additional Ideas

- 1) Revisit this exercise often . . . you never know what you'll discover if you stick with something!
- 2) Get your sales team involved in a brainstorming session. Tap into the creative brainpower of your team . . . unless you work with a bunch of dummies!
- 3) Practice the responses you created by either calling your voicemail or using the recording app on your phone. Listen to your responses as if you're the prospect.
- 4) Tape your end of your cold calls so you can step back and listen to your "game tape"

How Can I Help You?

To learn more about my one on one coaching program, please [click HERE](#).

Interested in a speaker for your sales kick-off meeting? Please [click HERE](#) to learn more.

Please email any questions to paul@yoursalesplaybook.com