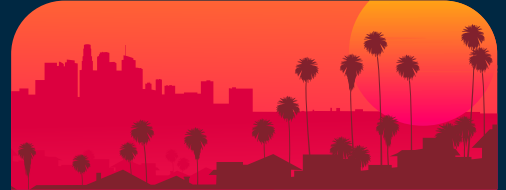


PROSPECTING PARTNER DAYS CALL TRACKING SHEET



Keep track of your calls and progress throughout prospecting days. Use this sheet to log outcomes, plan follow-ups, and handle objections confidently.

LEAD INFORMATION:

Name: _____
Company: _____
Position: _____
Contact Details: _____

CALL DETAILS:

Date & Time: _____
Outcome of the Call: _____
Call Successful: Yes No
Call Back Scheduled: _____
Follow-Up Email Sent: Yes No

VALUE PROPOSITION DISCUSSED:

Key pain points raised: _____
Solutions discussed: _____
ROI / outcomes highlighted: _____

CLOSING ACTIONS:

Schedule Follow-Up Call: Yes No
Date & Time: _____
Send Follow-Up Email: Yes No
Attach relevant documents / product brochures: Yes No
Update CRM with Call Details: Yes No

OBJECTION HANDLING GUIDE

Empathise. Clarify. Reframe. Confirm.

Objection: **“That’s too expensive / not in our budget”**

1. Empathise first: “I completely understand, budget is always a key consideration.” Then probe: “Can I ask what you’re currently spending on [related area], and what outcomes you’re looking to achieve? That’ll help me show you exactly where the value sits.”
2. Reframe from cost to investment: “Many of our clients initially had the same concern. Once we mapped out the ROI, typically in areas like [time saved / ticket deflection / compliance], they found the business case was straightforward to build internally.”
3. Offer a lower-risk starting point: “Would it help to start with a scoped pilot or a specific module, so you can demonstrate value to your stakeholders before scaling?”

Objection: **“We need more time / we’re not ready right now”**

1. Clarify what’s behind it: “Of course, I wouldn’t want you to rush a decision. Can I ask what would need to be in place for the timing to feel right? Is it a budget cycle, an internal project, or something else?”
2. Create a sense of urgency without pressure: “One thing worth considering is that organisations who delay are often dealing with the same pain points for longer. If [specific challenge] is costing you X hours a week, that adds up. Even a discovery call now could save significant time later.”
3. Keep the door open with a clear next step: “How about we schedule a brief check-in for [specific future date]? That way you’ve got the information you need when the time is right, without any commitment.”

OBJECTION HANDLING GUIDE

Empathise. Clarify. Reframe. Confirm.

Objection: **“We’re already using a competitor / existing solution”**

1. Show genuine curiosity rather than jumping to sell: “That’s really useful context, what do you value most about your current setup? And if you could change one thing about how it’s working for you today, what would that be?”
2. Highlight what differentiates ServiceNow specifically: “We often work alongside or integrate with existing tools. What our clients find is that [specific differentiator, e.g. single platform, AI capabilities, workflow automation] helps them get more from what they already have.”
3. Use a proof point: “One of our clients in [similar industry] was in a similar position, they’d been with [competitor type] for years. Once they saw how we could reduce [specific friction], the conversation shifted quickly. Would it be worth a quick comparison?””

Objection: **“I need to get buy-in from others / it’s not my decision”**

1. Identify the decision-making process: “Totally understandable, these decisions usually involve a few stakeholders. Who else would typically be involved, and what matters most to them?”
2. Offer to help build the internal case: “I can put together a short summary tailored to [finance / IT / the board] that makes it easy for you to present the business case internally. Would that be useful?”
3. Secure a next step with the right people: “Would it make sense to set up a brief session that includes [relevant colleague / decision maker]? Even 20 minutes, I can make sure it’s focused and relevant to their priorities.”

OBJECTION HANDLING GUIDE

Empathise. Clarify. Reframe. Confirm.

Objection: **“We don’t see the need right now”**

1. Uncover the hidden pain: “That’s fair, I’d just ask, when you think about [relevant challenge area, e.g. manual processes / IT backlogs / compliance reporting], how are you currently managing that? I ask because this is where we tend to make the most difference.”
2. Use data or a peer benchmark: “Organisations at a similar size and stage to yours are typically spending [X hours / £Y] on this kind of challenge. If we could demonstrate a meaningful reduction in that, would it be worth exploring further?”
3. Plant a seed for later: “I won’t push it if the timing isn’t right, but I’d love to send you a brief case study from a company in your space. Sometimes it’s useful to have it on file for when things shift internally.”