

Call Report Format

Location/Date	Customer/Name	Objective	Result	Comments/ Objective next call
<i>Manukau 15/5</i>	<i>Business. Bill</i>	<i>New service</i>	<i>Trial agreed</i>	<i>Do trial</i>
Review this for travel wastage & call effectiveness	Review for customer importance/ call cycle	How, what & why ... much planning?	This shows the true results of skill	Encourages the next call result
Summary	Total Calls	Sales Made	% Success	Objectives Planned
Signed				
Chart the % success	Was this a fair days workload?	Comment for praise	Chart the % success rate	How many calls are planned with objectives