

Cold Calling Tracking Sheet

Date: _____

Week of the month (circle): 1st wk 2nd wk 3rd wk 4th wk 5th wk

Day (circle): Monday Tuesday Wednesday Thursday Friday

Start time: _____

Finish time: _____

Dials: Number of dials you made (use simple marks):

Contacts: Number of times to get through to the decision maker (use simple marks):

Contact rate (% in getting past the gate keeper) Contacts / Dials:

This measures the effectiveness of your gate keeper pitch. Higher it is the better your pitch is.

Number of appointments (use simple marks):

Appointment rate (% in getting an appointment) Appointments / contacts:

This measures the effectiveness of your appointment pitch. Higher it is the better your pitch is.

The Hope Factor (% in getting appointment to dials) Appointments / Dials:

This tells you how close you are to getting that appointment.