

# Winning at Sales

by Taylor A. Welch

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

<sup>01</sup> **Run a 10-Deal Diagnosis Audit**

Review your last ten opportunities and document where each stalled: qualification, proof, urgency, or follow-up. Patterns reveal your real bottleneck.

MON TUE WED THU FRI SAT SUN

<sup>02</sup> **Add Cost-of-Inaction to Discovery**

Require every discovery call to end with a quantified cost of delay (revenue leakage, time waste, or risk).

MON TUE WED THU FRI SAT SUN

<sup>03</sup> **Build a 3-Asset Proof Kit**

Prepare one short case study, one implementation timeline, and one guarantee statement for every offer.

MON TUE WED THU FRI SAT SUN

<sup>04</sup> **Standardize the Next-Step Close**

End every meeting with one owner, one date, and one concrete deliverable captured in writing before the call ends.

MON TUE WED THU FRI SAT SUN

<sup>05</sup> **Install a Weekly Pipeline Scorecard**

Track each active deal on rapport, pain clarity, proof, and urgency (1-10). Prioritize deals with high pain and weak proof.

MON TUE WED THU FRI SAT SUN

<sup>06</sup> **Rehearse Objection Frames**

Write and practice responses for your top five objections using: acknowledge, reframe, evidence, and next step.