Call report	**Format**			
Location/date	**Customer/name**	**Objective**	**Result**	**Comments/ objective next call**
Manukau 15/5	*Business. Bill*	*New service*	*Trial agreed*	*Do trial*
Review this for travel wastage and 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