

SALES EXECUTION STARTER KIT

A practical quick-start workbook to help you start executing immediately.
Reach out. Start the conversation. Create the opportunity.

THE T.U.N.E. SALES EXECUTION SYSTEM



WHAT THIS KIT INCLUDES:

- ✓ First 50 Conversations Tracker
- ✓ Daily Sales Scoreboard
- ✓ Starter Scripts + P.U.S.H. Framework
- ✓ 7-Day Action Plan

10% OFF
THE T.U.N.E. SALES
FOUNDATION COURSE

Use code: **YVWUDPR**

Limited to the first 100 downloads.

EVERYTHING INCLUDED IN THE FULL COURSE:

- 🕒 8+ hours of on-demand sales training
- 📖 T.U.N.E. Sales System digital book
- 📊 Sales tracking KPI sheet
- 📄 Cold calling script downloads
- 👥 Private T.U.N.E. Sales Academy student community

Call/Text:
1-888-646-TUNE

Email:
tksalesgroup@icloud.com

Website:
tksalesgroup.com

YouTube:
@coldcallinglife









DAILY SALES SCOREBOARD


Print one copy per day. Track the work before you judge the result.


 Date: _____
  Primary offer: _____
  Daily conversation goal: _____
  Daily follow-up goal: _____


ACTIVITY SCOREBOARD


METRIC	GOAL	ACTUAL
 Calls		
 Conversations		
 Follow-ups		
 Appointments		
 Closes		
 Revenue		

DAILY REFLECTION

 Biggest lesson from today: _____

 Which T.U.N.E. element showed up most? Trust / Urgency / Need / Emotion

 Best conversation or follow-up opportunity:

 Tomorrow's one action:

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STARTER SCRIPTS + P.U.S.H.

Use these to keep conversations alive and move toward the next step.

THE P.U.S.H. OBJECTION FRAMEWORK

P



PACIFY

Lower resistance. Acknowledge the objection without getting defensive.

U



UNCOVER

Ask what is really behind it. Find the missing Trust, Urgency, Need, or Emotion.

S



SHOW VALUE

Connect your response to their problem, outcome, cost of delay, or next step.

H



HOLD NEXT STEP

Protect the appointment or next action. Do not let the conversation disappear.



COLD OUTREACH OPENER

Hey [Name], this is [Your Name]. I know I'm catching you out of the blue. I'll be brief. The reason I'm reaching out is [reason tied to their world].

Goal: earn the next 10 seconds.



SEND ME INFORMATION

Absolutely, I can send something over. Just so I send the right thing, what are you most interested in solving right now?

P.U.S.H.: Pacify + Uncover Need.



FOLLOW-UP TEXT

Hey [Name], following up on my message from earlier. Is this still something worth a quick conversation, or should I close the loop for now?

Goal: create a clear response.



I'M NOT INTERESTED

I understand. Usually when someone says that, it means either timing is off or the problem is not a priority. Is that the case here, or is there another reason?

P.U.S.H.: Pacify + Uncover.



APPOINTMENT ASK

Based on what you shared, it probably makes sense to schedule 15–20 minutes and see if there's a real fit. Does [day/time] or [day/time] work better?

Goal: sell the next step, not the whole deal.



TOO BUSY RIGHT NOW

Totally understand. I won't keep you. Would it make sense to find 15 minutes later this week, or should I follow up next week?

P.U.S.H.: Pacify + Hold Next Step.



RULE: An objection is not rejection. It is information. Use P.U.S.H. to buy time, uncover the real issue, show value, and hold the next step.



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7-DAY ACTION PLAN

One week. Simple actions. Track the work.



Use this plan to build momentum, create activity, and begin executing immediately. Print this page again whenever you need a reset.

Day	Mission	Minimum action	Done	Notes
1	Introduce yourself and post your goal.	Write your intro + sales goal.	<input type="checkbox"/>	
2	Start 5 conversations.	Use any channel: phone, text, email, social, or in-person.	<input type="checkbox"/>	
3	Follow up with 5 people.	Reopen conversations you already started.	<input type="checkbox"/>	
4	Post one objection.	Write the objection and what happened.	<input type="checkbox"/>	
5	Ask for one appointment.	Use the appointment ask script.	<input type="checkbox"/>	
6	Re-engage one old prospect.	No response does not always mean no.	<input type="checkbox"/>	
7	Post your scoreboard and biggest lesson.	Review calls, conversations, follow-ups, and appointments.	<input type="checkbox"/>	

WEEKLY REVIEW



Total conversations:



Appointments booked:



Biggest lesson:



Next action:

READY FOR THE FULL SYSTEM?



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