



60-Minute Prospecting Call-Block Board

Plan the block, run the work, keep every promise, and diagnose the right stage.

AGENT / OWNER

DATE AND TIME

NAMED LIST, SOURCE, MARKET, AND PIPELINE JOB

BLOCK GATES

☐ List is usable and eligible

☐ Caller identity is confirmed

☐ Outcome definitions are ready

☐ Backup list is staged

BLOCK OBJECTIVE

OPENING: WHY THIS CALL IS RELEVANT

MAIN DISCOVERY QUESTION

USEFUL OFFER OR REASONABLE NEXT ACTION

THE 60-MINUTE BLOCK

0-2 Confirm session

2-50 Work one audience

50-60 Finish outcomes and promises

BLOCK SCORECARD

ATTEMPTS

LIVE CONTACTS

MEANINGFUL

CALLBACKS

LEADS

APPOINTMENTS

BAD DATA / DNC

PROMISE QUEUE: WHO / WHAT / WHEN / OWNER

POST-BLOCK DIAGNOSIS

Where did the pipeline break?

One change for the next comparable block:



From Listing Goal to One Finished Block

Illustrative planning inputs and session results. These numbers are not expected performance.

AGENT / OWNER

Maya Carter

DATE AND TIME

Tue, Aug 25 / 8:30-9:30

NAMED LIST, SOURCE, MARKET, AND PIPELINE JOB

New expirés / Williamson County / near-term sellers

BLOCK GATES

☒ 146 usable and eligible records ☒ Return path confirmed ☒ Outcomes reviewed ☒ Old expirés ready

BLOCK OBJECTIVE Create five meaningful seller conversations and date every requested follow-up.

OPENING: WHY THIS CALL IS RELEVANT

I saw the listing came off the market and wanted to ask what changed.

MAIN DISCOVERY QUESTION

Are you still considering a move, or has the plan changed for now?

USEFUL OFFER OR REASONABLE NEXT ACTION

Offer a short relaunch review only when the owner wants another plan.

WHAT MAYA DID

0-2 Confirmed list and caller ID

2-50 Stayed with new expirés

50-60 Saved outcomes and two callbacks

ILLUSTRATIVE BLOCK SCORECARD**ATTEMPTS****82****LIVE CONTACTS****10****MEANINGFUL****4****CALLBACKS****2****LEADS****1****APPOINTMENTS****1****BAD DATA / DNC****3 / 1****PROMISE QUEUE: WHO / WHAT / WHEN / OWNER**

Jordan P. / send relaunch notes / today 1:00 p.m. / Maya

Casey R. / callback after co-owner discussion / Thu 4:30 p.m. / Maya

Taylor M. / confirm listing review / Wed 9:00 a.m. / Maya

POST-BLOCK DIAGNOSIS

Target missed by one meaningful conversation.

Three bad numbers affected the usable work.

ONE NEXT CHANGE

Refresh missing phone data before the next comparable block.