CHAPTER 3 WORKSHEET

Sales

YOUR COUNTERSTEER	Quotes sent and prospecting calls made, not just total revenue — and watch your close rate, or you're just producing paperwork.
YOU WALK AWAY WITH	A sales process that earns the yes instead of hoping for it.

YOUR NAME | COMPANY | DATE STARTED

Fill this in on screen or print it. Type in any box and save the file to keep your answers. Don't polish it. Fill in what you know, leave the rest blank, and come back to it.

THE CHAPTER IN ONE MINUTE	
COUNTERSTEER	Quotes sent and prospecting calls made, with close rate beside them.
MEASURE IT WITH	Quotes sent, calls made, quotes answered within 72 hours; close rate.
THE TRAP	Watching total revenue while quotes sit unanswered.
THIS WEEK	Audit your last ten quotes: how many converted, and how long they waited.

Your Assignment

Step 3 of the method: Grab the Wheel. Tick each one off as you finish it.

- ☐ Write your SCOPE questions for your next sales call before you make it, not during it. DONE ON
- ☐ Name the single objection you hear most often, and draft a validate-reframe-pivot response for it. DONE ON
- ☐ Audit your last ten quotes: how many converted, and how long did they sit before a response? DONE ON
- ☐ Ask one recently closed customer for two introductions this week. DONE ON

© 2026 Countersteer Works, LLC. For use by the book's readers and Countersteer Toolkit subscribers.
You may copy this worksheet for use inside your own business. Do not post, sell or share it outside your business.

© 2026 Countersteer Works, LLC. All rights reserved. Created by Jon Colen.

S.C.O.P.E. Questions for Your Next Call

Write them before the call, not during it. The book's example question is under each step.

Prospect and call date	
State *Their current setup. "Walk me through your status quo — what's handling this workload right now?"*	
Comfort *What they want to keep. "What's non-negotiable to keep from that setup?"*	
Obstacles & Gaps *The friction they'd change. "What's holding your team back from the next level?"*	
Power & Stakeholders *Who really decides. "Who else holds sign-off for a project like this?"*	
Execution Timeline *A firm commitment. "If we clear those obstacles within budget, is your team ready to move immediately?"*	

Your Most Common Objection

Validate the concern, reframe the perspective, pivot to a steering question.

The objection, in their words	
Validate *Show you heard the real concern.*	
Reframe *Move from price to the cost of leaving the problem unsolved.*	
Pivot *End with a steering question that keeps the deal moving.*	

© 2026 Countersteer Works, LLC. For use by the book's readers and Countersteer Toolkit subscribers.
You may copy this worksheet for use inside your own business. Do not post, sell or share it outside your business.

© 2026 Countersteer Works, LLC. All rights reserved. Created by Jon Colen.

Quote Audit: Your Last Ten Quotes

How many converted, and how long did each one sit before a response?

Quote # / customer	Date sent	Amount	Days to response	Converted	Expiration date on it?
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐
				☐	☐

Converted (out of 10)	
Average days waiting	
Quotes answered within 72 hours	

Ask for Two Introductions

One recently closed customer, this week.

Customer and date asked	
Introduction 1	
Introduction 2	
Follow-up date	

© 2026 Countersteer Works, LLC. For use by the book's readers and Countersteer Toolkit subscribers.
You may copy this worksheet for use inside your own business. Do not post, sell or share it outside your business.

© 2026 Countersteer Works, LLC. All rights reserved. Created by Jon Colen.

Find the Driver and Map Your Route

Step 1 and Step 2 of the method. Start with the result you want to move, then work down to the activity someone can change tomorrow morning. Write a person's name, not a department.

Result I want to improve *The number on the statement or report.*	
Financial driver affecting it *What is pushing that result up or down.*	
Activity driver my team can change *Something a person does, or doesn't do, every week.*	
Accountable Owner *One person, by name.*	
Measure and target *One number you can read in under a minute.*	
Tuesday review: day and time	

Tuesday Test: could someone move this number by doing something differently tomorrow morning? ☐ Yes, it passes ☐ No, pick a different driver

Copy this row to your Countersteer Dashboard (Appendix): Sales — activity driver, owner, measure and target. Review it for 15 minutes every Tuesday.

Your Commitment

This week *Audit your last ten quotes: how many converted, and how long they waited.*	
Done by (date)	
Who will I tell I've done it?	

© 2026 Countersteer Works, LLC. For use by the book's readers and Countersteer Toolkit subscribers.
You may copy this worksheet for use inside your own business. Do not post, sell or share it outside your business.

© 2026 Countersteer Works, LLC. All rights reserved. Created by Jon Colen.