

# MAKE THE CALL

LEAD THE  
CONVERSATION.

CLOSE THE  
DEAL.

BUILD THE  
LIFE YOU WANT.

## RORY STOLLER

**Make the Call**

**Lead the Conversation. Close the Deal. Build the Life You Want.**

**Written by Rory Stoller**

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**For permissions, speaking inquiries, or consulting services, contact:**

**[rory@summitbaseadvisors.com](mailto:rory@summitbaseadvisors.com)**

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## **Introduction: Just Make the Call**

Let's not waste time.

You already know you should be making more calls. You know the leads are sitting there, waiting. You know your product or service can actually help people.

But you're hesitating. You keep planning, prepping, organizing, and telling yourself you'll start "right after this next thing."

That hesitation is costing you.

Not just money. Not just opportunities. It's costing you momentum. Confidence. Freedom.

This book isn't about motivation. It's not about hype. It's about doing what works—consistently, without overthinking, and without needing to feel inspired every time.

Sales isn't complicated. It's simple. But simple doesn't mean easy. It takes guts to show up every day, make the calls, follow up again, and again, and again. Especially when nobody's answering. Especially when you feel like nothing's landing.

I wrote this book because I've seen too many good people lose steam before they ever give themselves a real shot. Not because they lack talent. Because they don't follow through.

They overthink the script. They chase new leads and ignore the old ones. They make excuses about timing or tools or the market. And meanwhile, the person who just picked up the phone is closing the deal they were hoping for.

If you've been dancing around the dial tone, this is your moment to stop.

You don't need to be perfect. You don't need to sound slick. You just need to be the one who shows up. Who speaks clearly. Who listens well. And who keeps following up until the job is done.

That's what this book is about.

You're going to learn how to simplify your process, own your daily activity, and stop leaving money on the table. You'll get strategies you can actually use, without the jargon or fluff. And you'll hear it straight, just like you'd want someone to talk to you if the roles were reversed.

You've got the tools.

You've got the opportunity.

Now you've just got to move.

Let's go.

## **Chapter 1: Sales Is a Duty, Not a Job**

If you're in sales, you have a responsibility.

Not just to your company. Not just to your quota. You have a responsibility to the people you're trying to help. If what you're offering solves a real problem, then choosing not to call someone is choosing not to help them.

That's the difference between treating sales like a job and treating it like a duty.

A job is something you clock in and out of. A duty is something you show up for, even when it's inconvenient. Even when you're tired. Even when nobody's watching.

Too many people in sales treat the work like it's optional. They show up when they feel like it. They only follow up when someone sounds "really interested." They chase hot leads and ignore the warm ones. Then they wonder why they're stuck.

The truth is, sales done right isn't just about closing deals. It's about showing up with purpose. When you know your product helps people, the call isn't an interruption. It's a service.

Think about that.

You're not just selling something. You're helping someone solve a problem, get a better result, or avoid a costly mistake. And if you don't reach out, someone else will. Maybe someone who cares less. Maybe someone who can't deliver.

That's on you.

There's power in seeing your role this way. It makes the call feel less like a risk and more like a responsibility. You're not begging for business. You're offering help. You're giving people a real option. You're bringing clarity into their decision-making.

When you treat sales like a duty, everything shifts. You stop waiting for perfect conditions. You stop getting derailed by rejection. You stop attaching your self-worth to whether someone says yes or no.

You're there to serve. To follow through. To do what most people won't.

And if you keep showing up like that, the results will follow.

This chapter isn't about hype. It's about posture.

You either believe in what you're selling, or you don't. If you do, then act like it.

Pick up the phone. Make the call. Follow up with confidence. Serve the people who need what you offer.

It's your duty.

## Chapter 2: Why You're Not Calling

You already know you should be calling.

You've got leads sitting in your system, notes on past conversations, and more than enough reasons to follow up. But you're not doing it. At least not consistently.

So let's get honest.

This isn't about strategy. It's not about needing a better script. It's not about "waiting for the right time."

This is about hesitation. And hesitation has a cost.

For most people, that hesitation is fear in disguise. Not always the dramatic kind. Sometimes it's just the quiet voice that says, "They probably won't answer." Or, "I don't want to seem pushy." Or, "I'll reach out once I have a better reason."

That voice sounds reasonable. But it's not. It's stalling. And stalling kills sales.

Here's what's really going on: you're protecting your comfort instead of pursuing your purpose. It's easier to plan than to call. It feels safer to review your list than to press "dial."

But nothing happens in the planning. The deals don't come from thinking about who to call. They come from making the call.

You don't need to feel ready. You don't need to feel brave. You just need to act.

If you're afraid of rejection, good. That means you care. But don't let that stop you. You're not going to connect with everyone. Some people will hang up. Some will ghost you. That's part of the job. You can't take it personally. You can't let it slow you down.

Confidence doesn't show up before the call. It shows up after. It comes from doing the hard thing, then doing it again.

The people who win in this game aren't fearless. They just don't let fear set the pace.

So let's clear something up right now. The longer you wait to follow up, the colder that lead gets. You already know this. Momentum fades. Interest fades. People forget. It's not personal. It's just life.

And when you finally do reach out, late and cautious, you sound unsure. That tone carries. People feel it. You're not leading anymore. You're asking for permission.

That's not how you win.

So here's the challenge. Next time your gut says, "Wait," ignore it. Don't argue with yourself. Don't check your email again. Just make the call.

Even if it's awkward. Even if it's late in the day. Even if you're not in the mood.

Do it anyway.

You'll be ahead of most people in your space just by being the one who takes action.

Make the call. Then make another. Keep showing up.

The results are already out there. The only thing in the way is the hesitation.

## **Chapter 3: The Follow-Up Muscle**

Let's get something straight. Most people don't lose sales because they're bad at selling. They lose because they don't follow up.

They get one good conversation, maybe a positive signal, then disappear. They convince themselves the prospect wasn't serious. Or they move on to the next lead, hoping that one will close faster.

Meanwhile, the opportunity they already earned is just sitting there, going cold.

If you want to close more deals, stop chasing and start following through. Build your follow-up muscle.

Because that's what it is. A muscle. And just like any other muscle, it grows with repetition. The more you use it, the easier it becomes. The more you avoid it, the weaker it gets.

Most sales aren't won on the first call. They're won on the fifth, sixth, or seventh. Sometimes later. And yet most people give up after one or two attempts. That's not just a missed sale. It's wasted effort. You already did the hard work of getting their attention. Why quit before the finish?

People are busy. They forget. They get distracted. Your job isn't to wait for them to come back to you. Your job is to stay present in a way that's useful, not annoying.

Follow-up isn't just persistence. It's professionalism.

### **Here's how to make it work:**

#### **Make it part of your schedule.**

Don't try to fit it in when you have time. Block time for it. Every day. Whether it's thirty minutes or two hours, doesn't matter. What matters is consistency.

#### **Track who you've talked to.**

Don't rely on memory. Use a simple system. A spreadsheet, a notebook, your CRM—whatever works. You should always know who needs a second or third touch.

#### **Change how you follow up.**

Don't say "just checking in." That's empty. Follow up with something of value. A short note about your last conversation. A reminder of what they said was important. A helpful resource. *Show that you were listening.*

#### **Don't assume silence means no.**

Silence usually means they're busy. Or unsure. Or distracted. Keep showing up. Politely. Confidently. Without pressure.

When you follow up well, you stand out. Not because you're pushy. But because you're reliable. That's rare.

People remember the ones who stick with them. The ones who don't vanish. And when the timing is finally right, they know exactly who to call.

So stop worrying about finding better leads. Start doing more with the ones you already have.

Follow up. Do it better. Do it more often.

That's how professionals close.

## **Chapter 4: Scripts That Sound Like You**

Let's talk about scripts.

The problem isn't using one. The problem is sounding like you're reading one.

You've heard it before. Someone calls and launches into a pitch that sounds like it came straight off a PowerPoint slide. It's polished. It's structured. And it's completely disconnected from how real people actually talk.

You're not going to build trust reading from a teleprompter.

That doesn't mean you shouldn't have a plan. It means your words need to sound like you—not like someone pretending to be a salesperson.

When you talk like a person, people listen.

### **So how do you stay focused without sounding fake?**

You use a framework, not a script.

You know what you want to cover. You know how to lead the conversation. But you're present. You're listening. You're adjusting as you go. That's what professionals do.

Here's a simple flow that works:

#### **Start with clarity.**

"Hey, this is [Your Name]. I work with businesses like yours that are trying to [solve a specific problem]. Mind if I ask you something real quick?"

#### **Ask something that matters.**

"Are you running into [insert common challenge] right now?"

or

"What's been the biggest headache for you when it comes to [insert your area of expertise]?"

#### **Create a clear next step.**

"Sounds like it could be worth a quick call to look at some options. Want to set up ten minutes this week to talk it through?"

No jargon. No pressure. Just conversation.

The tone matters more than the words. You're not trying to impress them. You're trying to connect. Keep it simple. Keep it real.

If someone pushes back with, “I’m not interested,” don’t get defensive. Stay calm. Stay curious.

Try this:

“No problem. Out of curiosity, is that because you already have a good solution in place or just not something you’re focused on right now?”

You’re not trying to win the call. You’re trying to understand what’s happening on their side. And if you do that well, the next step becomes clear.

The most important part? Sound like yourself. If a line feels forced in your mouth, don’t use it. Rewrite it. Make it yours.

Sales isn’t a performance. It’s a conversation with purpose.

So ditch the script voice.

Trust your instincts.

And speak in a way that sounds like you on your best day.

## **Chapter 5: From Conversation to Cash**

Talking is easy. Turning that conversation into a decision, that's where real sales happen.

A lot of people get stuck in the early stages. They have great conversations. The prospect is friendly, maybe even interested. But nothing moves. No clear next step. No deal. Just... drift.

It's not because the offer was bad. It's because nobody took the lead.

That's your job.

You're not there to hang out. You're there to guide the process. Not with pressure or gimmicks, but with clarity and confidence.

If you've done the work—if you've listened, asked good questions, understood their problem, and offered a real solution—then the next step should be clear. And it's on you to help them take it.

Most buyers are busy. They're distracted. Even when they want to move forward, they may not take action unless you make it easy for them to do so.

### **So how do you move the conversation forward?**

Start by being direct.

Don't wrap up a good call with, "Let me know what you think." That's not direction. That's a handoff. Instead, say something like, "I'll send over the details and follow up Thursday—does that work for you?" Now there's movement. Now you're steering.

When it comes time to talk money or next steps, ask clear questions. Not, "Do you have any thoughts?" but, "Is this solving the problem the way you hoped it would?" or, "Is there anything holding you back from moving forward?"

You're not fishing for compliments. You're checking for concerns. That's how you uncover hesitation before it turns into silence.

If it seems like the fit is right and the timing's decent, go ahead and ask for the business. That's not being pushy, it's being professional. Try something simple like, "Would you like to get this started today?" If they're in, great. If they need more time or have questions, now you know where to focus.

And if they're not a fit, don't drag it out. Thank them for their time. Let them know the door's open if things change. Most people don't do this with any class, so when you do, it sticks.

Once they say yes, your job shifts to follow-through. Communicate clearly. Deliver what you promised. Make the handoff or onboarding easy. That experience becomes part of your reputation.

People remember how you made them feel during the close and after.

So yes, have great conversations. Be warm, helpful, curious. But don't get stuck in small talk. Don't wait for the client to lead. That's your role.

Own it.

## **Chapter 6: Discipline Over Motivation**

Motivation comes and goes.

Sometimes you wake up ready to go, feeling sharp and dialed in. Other times, it's a grind just to open the laptop. That's normal. That's human. But if your success depends on how you feel when the day starts, you're setting yourself up for inconsistency.

The top people in sales, the ones who hit their goals, month after month, aren't fueled by motivation. They're driven by discipline.

Discipline is what carries you when the spark isn't there. It's what keeps you steady when things get frustrating, quiet, or uncertain. You don't have to feel like it. You just have to do it.

The people who win long term are the ones who build habits that support their goals. They don't leave their results to chance.

They show up.

### **Here's how to build discipline into your process:**

#### **Start at the same time every day.**

Not when you feel ready. Not after your second coffee. Set a start time and hold yourself to it. Show up like you're expected to, even when nobody's watching.

#### **Define what success looks like.**

"Have a productive day" is vague. Track something real. How many calls? How many conversations? How many follow-ups? Give yourself numbers you can measure.

#### **Create space for the hard stuff.**

Prospecting and follow-up are rarely the things we *want* to do, but they're the ones that move the needle. Schedule them like appointments. Protect that time.

#### **Build a reset habit.**

Not every call will go well. Not every day will feel strong. When you hit a wall, have a way to reset. Step outside. Stretch. Take three deep breaths. Get your head back and get back in.

#### **End with a quick review.**

Before you shut down for the day, check in with yourself. What got done? What didn't? What's getting carried into tomorrow? Keep it honest and short.

Discipline isn't about being perfect. It's about refusing to disappear when things get tough.

Most people are looking for a secret, some motivational fuel to get them through the slump. But the ones who succeed? They don't wait to feel ready. They work anyway. And because they work, the results show up. The confidence builds. The fire returns.

If you want to get better, more consistent results, stop looking for motivation. Start building habits that don't care how you feel.

Do the work. Do it with intention. And when the feelings fade, keep going anyway.

That's the edge.

## **Chapter 7: Own the Numbers**

If you want to be in control of your sales, you have to know your numbers. Period.

Not just what you *hope* to make, or how many leads are in your CRM, but the real numbers that drive your results.

Too many people guess their way through the month. They feel busy. They think they're productive. But at the end of the day, they have no clear picture of where they stand. And that's a problem.

Because sales is a numbers game. Always has been. Always will be.

The people who win in this space know exactly what they need to do each day. They know how many conversations lead to a sale. They know how many dials lead to a conversation. And they track it, every single day.

If you're serious about growing your income, you can't wing it. You need to treat this like a business, not a hobby.

### **So what should you be tracking?**

- How many new people did you reach out to?
- How many actual conversations did you have?
- How many follow-ups did you complete?
- How many proposals or offers did you send?
- How many deals did you close?
- What's your revenue for the week?

That's not busywork. That's clarity. When you know your numbers, you stop guessing. You start adjusting with purpose. You can look at a slow week and say, "I didn't hit my numbers," instead of telling yourself a story about the market or the timing.

And when you start hitting your daily numbers consistently, the monthly results start to take care of themselves.

### **Here's a basic formula to work from:**

1. Figure out your income goal for the month.
2. Divide that by your average deal size.
3. Now you know how many deals you need to close.

4. Based on your own close rate, figure out how many conversations you need.
5. Work backward from there. How many outreach attempts does that take?

Once you know the math, you stop worrying about individual results. You stop taking rejection personally. You know the ratios, and you trust the process.

You also stop wasting time on non-revenue activity. When the numbers are in front of you, the distractions lose their power. You're either on track or you're not. And if you're not, you know what to do about it.

Track daily. Review weekly. Adjust monthly.

Don't just check your numbers when things feel off. Check them *because* that's what professionals do. The numbers tell the truth. If you listen to them, they'll keep you honest. And if you follow them, they'll keep you profitable.

## **Chapter 8: When It's Time to Get Loud**

There comes a point when playing it safe becomes the riskiest thing you can do.

You've done the work. You've made the calls, followed up, asked the questions, and closed the deals. Now it's time to be seen. Not in an arrogant way. In a leadership way.

Sales isn't just about what happens one-on-one. It's also about how people experience you when you're not in the room - your reputation, your message, and the voice you've built.

When people know what you stand for, they start showing up already believing in you. That kind of leverage changes everything.

It doesn't mean you need to turn into a motivational speaker. It means you stop hiding. You stop waiting for someone to give you permission to lead. You start speaking up, posting more often, sharing your wins, and standing behind your value.

Most people stay quiet because they don't want to be judged. They're worried about being annoying. But the truth is, the world is loud already. If you stay silent, people will forget you. Not because they don't care, but because you weren't visible.

If you've got something that helps people, talk about it. Often.

### **Here are a few ways to do that:**

#### **1. Share the process, not just the outcome.**

Let people see what goes into what you do. Talk about the problems you solve, the questions you ask, and the way you serve. That's more valuable than just posting wins.

#### **2. Let clients speak for you.**

A simple screenshot of a thank-you text or a short testimonial builds more trust than a polished pitch ever could. Let your work do the talking.

#### **3. Create simple content that teaches.**

You don't need to be a guru. Just share what you know. Post the advice you'd give a new hire. Talk about mistakes you've made and what you learned. That kind of honesty travels.

#### **4. Stay consistent.**

You don't need to go viral. You need to show up. A few posts a week. A few emails. A few messages. Stay present and stay relevant.

And when someone engages, follow up. Start a conversation. Offer value without waiting to be asked. This isn't just about being loud. It's about being active, being real, and staying in the mix.

The truth is, most of your competition is too quiet, too slow, and too reactive. You can win just by staying visible and showing people you're the one who shows up.

So when it's time to be loud, be loud with purpose.

Speak clearly. Share often. Let the people who need your help know you're here.

## **Bonus Chapter: When the Leads Suck**

It happens.

You open your CRM, look through the list, and feel like every name on it is a waste of time. Wrong numbers. No-shows. People who filled out a form six months ago and ghosted ever since.

The leads suck. Or at least, that's how it feels.

But here's the truth: it's not always about the leads. It's about what you do with them.

Yes, some lists are better than others. Yes, some people are never going to buy. But the worst thing you can do is treat a "bad lead" as an excuse to stop doing the work.

Because while you're sitting there frustrated, someone else is making the calls and turning "bad" leads into real deals.

How? By showing up with the right mindset. By adjusting their expectations. And by refusing to let a weak list turn into a wasted day.

### **Here's how to work with what you've got:**

#### **1. Stop trying to close everyone.**

Not every lead is a fit. That's fine. Your job isn't to convert every single name. Your job is to uncover the ones who are ready, interested, or curious. You do that by staying calm, being human, and asking smart questions.

#### **2. Use the "bad" leads to sharpen your skills.**

Got a list full of long shots? Great. Practice. Try new openers. Test your tone. Refine your pitch. This is your training ground. If you can learn to handle resistance here, you'll perform even better when the good leads roll in.

#### **3. Reframe your expectations.**

A tough list isn't a punishment. It's a filter. It forces you to focus. It makes you better at reading tone, asking direct questions, and identifying real interest faster. That's valuable.

#### **4. Keep your energy clean.**

People can hear it in your voice when you're discouraged. Don't let one bad lead bleed into the next. Reset after every call. Shake it off. Treat the next person like they're the one you've been waiting for.

#### **5. Remember, one solid call can change your whole day.**

You might grind through twenty bad leads before one good one picks up. But that one might

turn into a client, a referral, or your biggest deal of the month. You never know until you make the call.

Bad leads aren't the problem. Letting them slow you down is.

So when you feel like the leads suck, pause. Reset. Then get back to work. Not with frustration, but with focus.

Because the people who win in sales aren't the ones with the best lists. They're the ones who know how to work every list they're given.

## **Conclusion: Call, Follow Up, Repeat**

You don't need more tricks. You don't need the perfect script or a magic list. You need to do the work.

Call the lead.

Follow up.

Do it again tomorrow.

That's how this game is won.

It's not about closing fast. It's about staying consistent. Day after day. Call after call. Some will ignore you. Some will say no. A few will say yes. And those yeses will compound if you keep showing up.

Everything you want in this business - more income, more confidence, more control - sits on the other side of consistent outreach and clear follow-through.

You don't need to be perfect. Just present.

You don't need to be the best. Just reliable.

You don't need to feel fearless. Just committed.

You've already got what you need. You've got a phone, a message, a product or service that helps people, and now, a simple process to stay in motion.

Don't let hesitation steal your momentum. Don't wait for the leads to warm up on their own. And don't assume tomorrow will be a better day to start.

Start now.

Call today.

Then call again.

Because while everyone else is still overthinking it, you'll be the one out there building something real.

## **Final Reflection: Now It's Your Turn**

You've made it through the book. You know what to do.

But reading it isn't the win. Applying it is.

So before you move on to the next thing, take a few minutes to check in with yourself. Be honest. Be specific. And most importantly, take action.

## **Self-Check: Where Are You Right Now?**

- Am I making daily calls, or just when I feel like it?
- Do I have a consistent follow-up process?
- Do I know my numbers, or am I guessing?
- Am I treating sales like a duty, or like a job?
- Is my voice clear in how I reach out and follow up?
- Have I been visible, or hiding behind busywork?
- What's one thing I've been avoiding that I know needs to get done?

## **Action Checklist: What to Do Next**

### **Create a simple daily call block.**

Even just 30–60 minutes. Treat it like a non-negotiable meeting.

### **Build or refine your follow-up system.**

Use a spreadsheet, notebook, or CRM. Track names, dates, outcomes.

### **Write a script that sounds like you.**

Test it out loud. Adjust until it feels natural. Make it flexible.

### **Set three daily performance targets.**

Calls made, follow-ups completed, conversations started. Keep it simple and measurable.

### **Review your week every Friday.**

What worked? What didn't? What needs fixing? Don't carry confusion into next week.

### **Share one piece of value publicly.**

Post something that shows how you help. A quick story, lesson, or example.

### **Choose one hard call and make it.**

You already know the one. Do it now. Then make the next one easier.

Success isn't about doing everything. It's about doing the right things, over and over, until the results start stacking.

Don't wait for the perfect moment. Create momentum now.