Ashford Business Services Ltd

Sales Call Log

Recording every sales call in one place: who called whom, why, what was agreed, and when to call back.

Document	Sales Call Log
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Call record

Date	Time	Customer company	Contact person	Caller	Purpose	Outcome	Callback date

Callback schedule

Callback date	Contact person	Reason for callback	Done

Ashford Business Services Ltd

Day summary

Measure	Count
Total calls logged	
Appointments booked	
Callbacks owed	
Quotations to send	

File this log with the customer record the same day the call is made.

Completion checklist

	Every call is logged in the register with its purpose and outcome.
	Every agreed callback has a date (9 November 2026) in the callback schedule.
	Quotations promised on calls are sent and noted in the register.