

# SALES CALL REVIEW QUESTIONNAIRE

Hey sales guy or gal!

I hope you enjoyed my article on 'The Psychology of Selling'!

Let me start by saying that you should remember this is just a baseline and is based on my personal experience over the last 10ish years.

The most important lesson that I have learned in my sales career is to read, listen, and learn from others, but only take what is applicable to you!

With that in mind, this activity is designed to help you review your sales calls and get you to think about what you did well, did not do well, or maybe just simply forgot.

Take a few minutes after the appropriate sales activities to work through these questions and then iterate based off where you think you can adjust and do better.

*Remember not all of these are going to make sense for every one of your calls :)*

**Was there an opportunity to better understand the emotional buying decision of your prospect?**

If so, use this text box to describe it.

If not, was there a question you could have asked to better understand the emotion behind their search?

**Did you compliment the prospect in some way?**

If yes, how?

If not, what attribute of theirs could you have recognized?

**(If at this point in the sales process) Do you have enough information to “challenge” the prospect?**

If so, how did that go? Did you get the outcome you were looking for?

If not, what questions could you have asked to have the authority to ‘challenge’?

**Did you have the opportunity to teach the prospect something?**

If yes, what did you teach and how did they respond?

If not, how could you have created this opportunity in the conversation?

Great job working through this activity! Continue this practice until you feel like some of these practices are second nature to you!