**Sales Call Debriefing**

**Sales Professional: Date:**

**Event:**

1. Was the Sales Professional prepared for the meeting?
   1. Yes, had an effective written plan
   2. Sort of – performed research but didn’t have written plan
   3. Minimal
   4. None

*Comments:*

1. Circle the items that were accomplished by the Sales Professional.

Attempted to build rapport Illustrated an understanding of customer

Asked relevant questions Agreed on next steps

1. Name up to three things the Sales Professional did well.
2. What is the most important recommendation for improvement in future sales calls?