

# SALES CALL PERSONAL REVIEW SHEET

OVERALL CALL GOAL	YES	NO
1. Did I have a specific goal for the call before the call began?		
2. Was this goal achieved?		
FEEDBACK ON WHY GOAL NOT ACHIEVED OR OTHER GUIDANCE / ACTION POINTS TO WORK ON		

SALES PRESENTATION	YES	NO
3. Did I meet the client's product or service requirements?		
4. How well did I deliver the presentation?		
5. Did I demonstrate strong product knowledge?		
6. Was I able to answer the client's questions?		
FEEDBACK / ACTION POINTS		

INFORMATION GATHERING AND BUYER RAPPORT	YES	NO
7. Did I ask questions that effectively elicited actionable information from the buyer?		
8. Did I demonstrate understanding of the buyer's needs and empathy?		
9. Did I practice active listening?		
10. Did I listen more than I talked?		
11. Did I interrupt the client?		

**FEEDBACK / ACTION POINTS**

--

**SALES REP ATTITUDE****YES****NO**

12. Did I convey confidence, professionalism, and enthusiasm?

13. Did I sustain positive energy throughout the call?

14. Did I seem enthusiastic about the helping the client fulfil his need?

15. Was I influenced by any negativity from the prospect?

**FEEDBACK / ACTION POINTS**

--

**OVERALL FEEDBACK, GOALS, ACTION POINTS FOR NEXT REVIEW**

--

