

Sales Interview Critique



Your sales are derived from three sources: **skills, attitude and product knowledge**. To help you truly benefit from your experience, this *Sales Interview Critique* has been designed to aid you in identifying patterns that develop during your sales cycle. Complete this form immediately after each interview. Be objective and mentally reconstruct the sales interview as you answer the questions. Every two weeks analyze your critiques looking for any patterns that emerge, then list the results and discuss them with your manager.

Prospect's/Customer name: _____

Date, time and place of interview: _____

Was a sale made? Yes No

Type of Sale/ _____

Did I:

Yes No

Plan the interview?

Read their DiSC buying style?

Use transition statements?

Use the *Law of Reciprocity* at the opening?

Give a *sincere compliment*?

Use a *30 Second Message* to open their mind?

Avoid interrupting?

Listen to the prospect?

Concentrate on the prospect's needs?

Repeat key points?

Speak logically, clearly, in simple terms?

Incorporate benefits and what they mean to the prospect?

Sales Interview Critique: *Examine Results for Improvement*

Did I:

Yes

No

Determine the prospect's buying motives?

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What were they?

Use trial closes*?

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Which ones?

Anticipate objections?

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What were they?

Respond to objections?

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How?

Satisfy the prospect with my response?

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Why or why not?

Observe body language/signals?

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What were they?

General Comments