

Post-Call Analysis

1. Did you achieve your Primary Objective?

Why? _____

Why not? _____

What specific words got a "YES"/"NO"? _____

What could have changed the outcome? _____

2. Did you achieve your Secondary Objective?

Why? _____

Why not? _____

What specific words got a "YES"/"NO"? _____

What could have changed the outcome? _____

3. Did you ask for referrals?

Why? _____

Why not? _____

What specific words got a "YES"/"NO"? _____

What could have changed the outcome? _____

4. Overall, what did you do especially well? What needed improvement?

Consider:

Voice

Delivery

Objection Handling

Closing Technique

Benefits

Probing Questions

5. What ONE thing will you do differently on the next call?
