**[](https://goo.gl/kb8Bgt)SALES CALL REVIEW WORKSHEET**

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| **OVERALL CALL GOAL** | **YES** | **NO** |
| 1. Did the sales rep 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** | | |
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| **SALES PITCH** | **YES** | **NO** |
| 3. Did the rep follow your sales pitch? |  |  |
| 4. How well did the rep deliver the pitch? |  |  |
| 5. Did the rep demonstrate strong product knowledge? |  |  |
| 6. Was the rep able to answer questions? |  |  |
| **FEEDBACK / ACTION POINTS** | | |
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| **INFORMATION GATHERING AND BUYER RAPPORT** | **YES** | **NO** |
| 7. Did the rep ask questions that effectively elicited actionable information from the buyer? |  |  |
| 8. Did the rep demonstrate understanding of the buyer’s needs and empathy? |  |  |
| 9. Did the rep practice active listening? |  |  |
| 10. Did the rep listen more than he or she talked? |  |  |
| 11. Did the rep interrupt the client? |  |  |
| **FEEDBACK / ACTION POINTS** | | |
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| **SALES REP ATTITUDE** | **YES** | **NO** |
| 12. Did the rep convey confidence, professionalism, and likeability? |  |  |
| 13. Did the rep sustain energy throughout the call? |  |  |
| 14. Did the rep seem to enjoy his or her job? |  |  |
| 15. Was the rep influenced by any negativity from the prospect? |  |  |
| **FEEDBACK / ACTION POINTS** | | |
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| **OVERALL FEEDBACK, GOALS, ACTION POINTS FOR NEXT REVIEW** |
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