Sales Analysis Sheet

Date:

Time:



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- ≫ 0800 OUTLOOK (0800 688 566)
- 39 26 Wilding Avenue, Northcote Point, Auckland, New Zealand 0627
- » PO BOX 36332 Auckland 0748
- >> www.husehill.co.nz

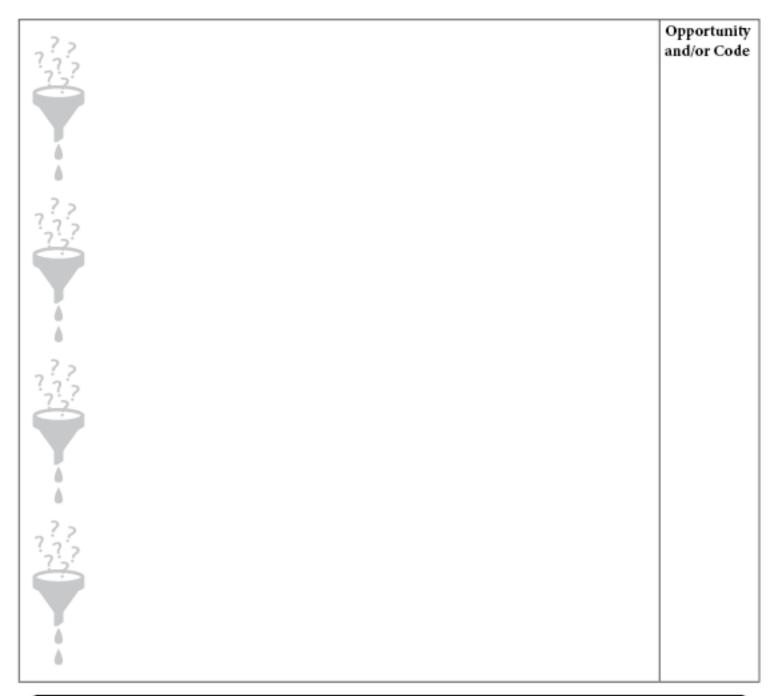
Client: Title:	Organisation: Rep:				
Decision Makers:	Means:	Authority:	Need:		
Personal/Hobbies/Interest:					
History:					

Preparation - Self Intro - Rapport - Bridging - Fact Find - Agree/Commit - Justify - Present - Close - Call - Post Purchase Code: PREP INTRO RAPP BRID FACT AGRE JUST PRES CLOS CALL PPS

Opportunity and/or Code

ADD VALUE = to whom, how by:...

What... Why... When... How... Where... Who...



Code	Element	Activity	Score
PREP	PREPARATION	Ascertains details of product, industry, sales techniques, legislation & work practices	
INTRO	SELF INTRODUCTION	Creates a positive first impression and reduce fright/flight/fight	
RAPP	RAPPORT BUILDING	Uses social skills to build trust and understand their value system	
BRID	BRIDGING	Moves from social to commercial activity	
FACT	FACT FIND	Identifies the customer's drivers Emotional (feel good) and Logical (problem/tangible)	
AGRE	AGREEMENT & COMMITMENT	Confirms the relevance & importance of customer's drivers	
JUST	JUSTIFICATION	Confirms urgency/consequences and perception of value (cost vs price)	
PRES	PRESENT BUYING SOLUTION(S)	Explains the application of product features and benefits [WIIFFM]	
CLOS	CLOSING THE SALE	Manages objections, interpret buying signals, uses appropriate sale closing technique	
CALL	CALL CONTROL	Maintains control of the customer/salesperson interactions	
PPS	POST PURCHASE SENTIMENTS	Identifies solutions for the customer's longer term needs	

SCORE ✓ Completed successfully

⁻ means it did not add or detract from the outcome

[×] you either missed the step out or you failed to do it successfully

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