

WHY DID I LOSE THAT SALE???

This checklist will help you find why the customer said "No".
Every "Yes" check mark will it make easier for the customer to say "Yes".

Yes No

MAYBE I WASN'T PREPARED:

- | | | |
|-----------------------------------------------------------------------|--------------------------|--------------------------|
| A. Did I know whether the prospect has bought from this store before? | <input type="checkbox"/> | <input type="checkbox"/> |
| B. Did I know my customer's name? | <input type="checkbox"/> | <input type="checkbox"/> |
| C. Did I anticipate my customer's objections? | <input type="checkbox"/> | <input type="checkbox"/> |
| D. Was I prepared to answer his objections? | <input type="checkbox"/> | <input type="checkbox"/> |

MAYBE HE OR SHE DIDN'T LIKE ME:

- | | | |
|-----------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| E. Was my appearance what it should be? | <input type="checkbox"/> | <input type="checkbox"/> |
| F. Was my talk free from any signs of "pressure"? | <input type="checkbox"/> | <input type="checkbox"/> |
| G. Did I keep the husband or wife involved? | <input type="checkbox"/> | <input type="checkbox"/> |
| H. Was I careful not to interrupt him or her, not even once? | <input type="checkbox"/> | <input type="checkbox"/> |
| I. Did I show "genuine" interest in him, in her, in their children? | <input type="checkbox"/> | <input type="checkbox"/> |
| J. Did I remember I wanted to sell an appliance, and my job was to help the customer buy one? | <input type="checkbox"/> | <input type="checkbox"/> |

MAYBE THEY WEREN'T INTERESTED:

- | | | |
|-------------------------------------------------------------------------------------|--------------------------|--------------------------|
| K. Did I start talking about their problem in the very first sentence? | <input type="checkbox"/> | <input type="checkbox"/> |
| L. Did I stick to what this store would do for them? | <input type="checkbox"/> | <input type="checkbox"/> |
| M. Did I dramatize my presentation so that they could see what they were "hearing"? | <input type="checkbox"/> | <input type="checkbox"/> |
| N. Did I keep repeating my selling point? | <input type="checkbox"/> | <input type="checkbox"/> |

MAYBE THEY DIDN'T UNDERSTAND:

- | | | |
|----------------------------------------------------------------------|--------------------------|--------------------------|
| O. Was my presentation in concise, logical order? | <input type="checkbox"/> | <input type="checkbox"/> |
| P. Did I tell enough of my story to help the customer understand? | <input type="checkbox"/> | <input type="checkbox"/> |
| Q. Did I boil everything down to a few definite simple sales points? | <input type="checkbox"/> | <input type="checkbox"/> |
| R. DID I LISTEN? | <input type="checkbox"/> | <input type="checkbox"/> |