



### **Guide Sales Debrief – Instructions**

1. Promptly after the interaction, salesperson jots down notes for each step of the process, using the guide sales debrief framework (attached).
2. When time allows (and as quickly post-interaction as possible), salesperson huddles with as many coworkers as possible.
3. UNINTERRUPTED salesperson gives play-by-play of interaction, running through each step of the guide sales process.
4. While listening, each debriefer should jot down one question, one suggestion, and one compliment for the salesperson. Be constructive, be positive, be open!
5. After the play-by-play is wrapped up, go around and ask questions, give suggestions, and offer compliments.
6. Once everyone's feedback is heard, have a brief discussion about what the main topline takeaway from this interaction is. The salesperson should record this at the bottom of their worksheet.
7. After the debrief is done, staple everyone's sheets together and put them in your deposit to go to Molly!