

# PAST SALES SITUATION ANALYSIS:

## Reflect, Improve, Excel in Sales

Every interaction is an opportunity to build trust, demonstrate value and create lasting relationships. Reflecting on your practices not only refines your skills but also deepens your commitment to understanding and serving your members with excellence.

**Instructions:** After a sales interaction, complete this assessment by quickly checking the first answer that comes to mind.

	YES	NO
My communication was concise and to the point.		
I researched the member thoroughly before reaching out.		
I showed genuine interest in the member.		
I asked enough questions to fully understand the member's needs.		
I took detailed notes during the conversation to ensure accuracy.		
I tailored my approach to align with their specific situation and preferences.		
I clearly communicated the benefits of our product/service to the member.		
I guided the member through the decision-making process rather than pushing a sale.		
I helped the member visualize the benefits of using our product/service.		
I ensured the member feels proud of their purchase.		

**Based on your responses, which areas do you feel most confident about, and why?** Reflect on your strengths and how they contribute to successful member interactions. Consider how you can leverage these strengths in future interactions.

**For the areas where you answered 'no,' what specific actions can you take to improve?** Identify concrete steps to address gaps in your approach. Think about resources or training that might help you enhance these skills.



Sales is not about closing deals; it's about opening doors to new opportunities.