

Observer Feedback

Part 1: Opening & Questioning

BDM:		
Customer:		
Start Time:	End Time:	Duration:
Opening The Meeting		Score (1-10)
Introductions/ Names/Cards		
Time Check		
Thumbnail		
Purpose/ Agenda		
DMP Check		
Motivator		
Preparation/ Set-up		

Questioning/ Summarising		Score (1-10)
Open/Closed		
Depth of Funnelling		
Needs/ Wants /Key Issues Listening & Summarising		
Commitmen t		

Funnels:				
	Open	Closed	Confirm Understanding	
Factual				
Opinion				
Implication				
Change				

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Part 2: Presenting

Need/Want 1
<i>Structure?</i>
<i>Content?</i>
<i>Commitment?</i>

Need/Want 2
<i>Structure?</i>
<i>Content?</i>
<i>Commitment?</i>

Need/Want 3
<i>Structure?</i>
<i>Content?</i>
<i>Commitment?</i>

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Part 3: Handling Concerns

Process	Notes:
Active Listening	
Asking Questions About Concern	
Summarising & Checking Understanding	
Checking for Other Concerns	
Answering Concern	
Checking Answer with Customer & Confirming the Way Ahead	

Price Handling

Process	Notes:
Active Listening	
Asking "compared with what/whom?"	
Establishing Extent of Difference	
Re-expressing the Difference	
Emphasising Added Value	

Summary Feedback: