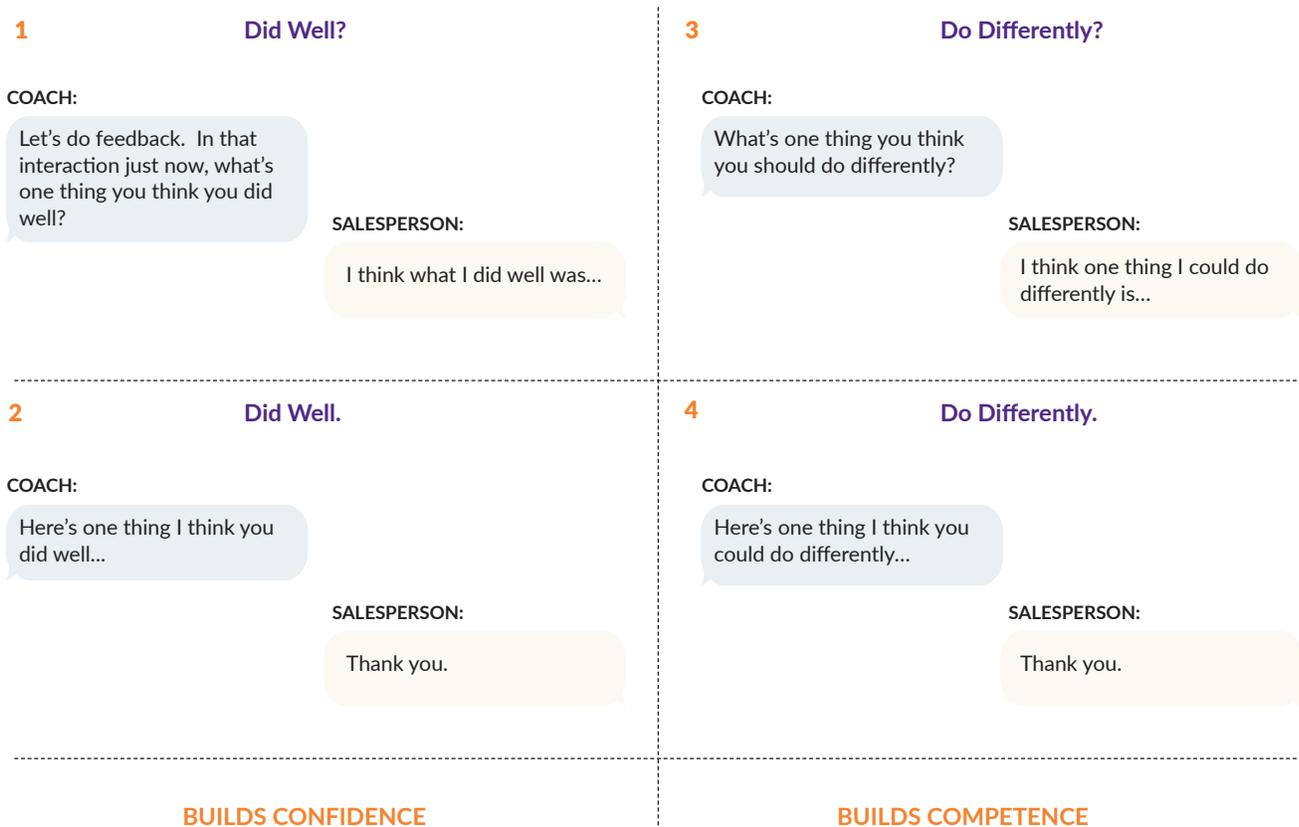




2X2 FEEDBACK

Feedback is the engine that drives performance. As we build our sales knowledge, skill and discipline, we must get continuous feedback that points to what we are doing well, and what we need to be doing differently. The purpose of the 2x2 Feedback Sales Tool is to equip each of us with a way to give - and receive - feedback after any interaction of any stakes. This practice enables the ability to get better every single day.



This powerful feedback engine is specifically designed to build both confidence and competence. The left column of the 2x2 Feedback framework opens the conversation and builds **confidence** by focusing on a 'did well.' The right column builds **competence** - a piece of knowledge, a skill or a discipline - by focusing on a 'do differently.'

When you coach someone by giving them feedback, you are giving them GIFTS:

Generous - It is an act of generosity to give the gift of feedback. Be positive and direct, not negative and judgmental.

ImmEDIATE - Feedback expires, and so it should be given within 24 hours of the interaction itself.

Factual - Point to something that an outside observer could verify as evidence of the success or failure of that use of knowledge, skill or discipline.

Truthful - Even though it may make you uncomfortable, always give feedback on what the performer needs to hear, and keep it focused on the behavior, not on the person.

Specific - Point to the specific actions that were taken or not taken that directly led to the results achieved. "Great job" is not feedback.



2X2 FEEDBACK CONT'D

1 Did Well?

Craig, let's do feedback. In that meeting just now with Customer X, what's one thing you think you did well?

Well, you had asked me to prepare a story about our solution, and I thought the story went really well. She seemed to feel that our solution had a better fit after hearing that story.

3 Do Differently?

Now, what's one thing you would do differently?

What I would do differently is the opening. I thought my opening was sloppy...we were just sort of all over the place and I never did my purpose benefit check. It just wasn't crisp.

2 Did Well.

Great. I agree with that. Here's one thing I think you did well. What I thought you did well was ask two really good impact questions. I think you could see her body language change...she really leaned in and was thoughtful in her response. Plus...she shared a lot. Nice job.

Thank you.

4 Do Differently.

I agree with that too. Let's you and I work on crisp openings and practice them. Here's one thing I think you should do differently. What I want you to do differently is actually close more strongly too. You just stood up and said thank you because we were out of time. You should have begun closing before the time was out and done the six disciplines of a crisp close. I want you to think about doing that differently next time. Does that make sense?

Yup...makes sense. Thanks for the feedback.

CONFIDENCE

COMPETENCE

Use the 2x2 Feedback framework to capture notes that you can use in your next coaching conversation:

1 Did Well?

3 Do Differently?

2 Did Well.

4 Do Differently.