

THE DEBRIEF

There are two objectives for the debrief. The first is to capture information, insights and next steps. The second is to reflect on your performance so that you can capture what went well (so you can repeat it next time) and opportunities to improve. The "Keep/Stop/Start" model is an easy way to facilitate the later.

Client Information / Insights

- Review any updates/feedback with the team
 - Capture client information
- What did we learn?
 - How can we elicit more feedback?
 - What are the next steps?
 - Who will handle thank-you's and follow-up?
 - What else can we do to move the deal forward?

Team Performance

- What should we KEEP doing?
- What should we STOP doing?
- What should we START doing to improve our performance?