

Doorstep Observation Card

Use an approved rehearsal or field observation. Mark each behavior observed, needs work or not observed; do not guess from a transcript.

Rep / observer / route or drill / date _____

Visible behavior	Observed / needs work / N/O
Route and contact restrictions checked	
Entry remains clear; rep steps back	
Identification and hands visible	
No forward crowding or window peering	

Audible behavior	Observed / needs work / N/O
Accurate name, company and reason	
Permission asked; waits for an answer	
Relevant question, no invented claims	
Interruption acknowledged; no talking over	
Next step matches homeowner choice	
Decline respected; prompt clean exit	

Audio can support wording, pace and interruptions. It cannot establish distance, hand position or doorway clearance. Keep observation method and missing evidence visible.

Five Homeowner Branches

These are fictional rehearsal situations. Completing a respectful exit is a correct outcome, even when no appointment is booked.

Homeowner / situation	Response and record
I do not have time	Acknowledge and leave. If they ask for a card, provide it. Record busy; no appointment.
I rent this house	Offer business information only if wanted. Do not pressure for the owner's private details.
How do I know this is real?	Offer public company information and current documents for independent verification.
Leave something; do not call	Leave requested information and record the no-call preference.
Not interested / prohibited visit	Respect the decline and leave; do not knock where a notice or route restriction prohibits it.

Record the actual outcome

Choose one: no contact / declined / information accepted / substantive conversation / appointment booked. Keep appointments held as a separate later outcome.

Outcome / agreed contact preference _____

Exact moment to coach and one correction

Rehearsal repeated / observed change _____

The article's psychology source studied impressions of face photographs, not roofing sales conversion. These observation standards are practical coaching guidance, not a scientifically validated booking formula.

Full guide and source notes: ghostrep.ai/blog/door-knocking-psychology