

Salesperson: _____

Room #: _____

Evaluate the salesperson for each skill or behavior below on a 0 to 10 scale, with 10 being the best possible demonstration of the skill or behavior, and 0 being the absence of the skill or behavior.

5% **APPROACH** (OBJECTIVE: Effectively gain attention and build rapport)

- _____ Professional introduction that gains prospect's attention
- _____ Effectively builds rapport

25% **NEEDS IDENTIFICATION** (OBJECTIVE: Obtain a clear understanding of customer's situation in order to prepare a customized presentation)

- _____ Uncovers purchasing decision criteria
- _____ Effectively determines relevant facts about company and/or buyer
- _____ Effectively uncovers needs of the buyer (discovers current problems, goals, etc.)
- _____ Effectively brings to the buyers' attention what happens to company or the buyer if problems continue (helps convert implied needs to explicit needs)

25% **PRODUCT/SERVICE PRESENTATION** (OBJECTIVE: Persuasively match product benefits to meet the needs of the buyer)

- _____ Emphasizes benefits (rather than features) based upon needs of buyer
- _____ Uses appropriate/professional visual aids
- _____ Provides a logical and convincing presentation (displays a strategy, clearly understand needs of prospect)
- _____ Effective use of trial closes (follow-up questions to determine where buyer is in decision process)

15% **OVERCOMING OBJECTIONS** (OBJECTIVE: Address concerns and questions to customer's satisfaction)

- _____ Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)
- _____ Effectively responds to the objection
- _____ Confirms that the objection is no longer a concern for the buyer

10% **CLOSE** (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)

- _____ Persuasive in presenting reasons to buy based on buyer needs
- _____ Asks for the business or an appropriate commitment from the buyer

15% **COMMUNICATION SKILLS**

- _____ Effective *listening* skills (active listening: restates, rephrases, clarifies, probes for better understanding)
- _____ Effective *speaking* skills (clear, concise, professional verbiage)
- _____ Effective and appropriate *non-verbal* communication (eye contact, body language)

5% **OVERALL**

- _____ Enthusiasm and confidence
- _____ Product knowledge

*PLEASE ENSURE THERE IS A SCORE OF 0 TO 10 FOR EVERY SKILL OR BEHAVIOR LISTED ABOVE.

COMMENTS: