Baylor Business Selling Outside Evaluation Form

Score each item on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated.

5% **APPROACH** (Effectively gains attention and build rapport)
Professional introduction, gained prospect's attention, effectively built rapport, transitioned into needs identification, set agenda

25% **NEEDS IDENTIFICATION** (Obtain a clear understanding of customer's situation in order to prepare a customized presentation)
Uncovered decision process (criteria & people), determined relevant facts, uncovered needs of buyer, asked effective questions that brought buyer's attention to what happens to company or buyer when problems continue, gained pre-commitment to consider product/service, transitioned into presentation

25% **PRODUCT/SERVICE PRESENTATION** (Persuasively match your product's benefits to meet needs of the buyer)
Presented benefits/needs-based approach (not feature dump), used appropriate visual aids, demonstrated product/service and involved buyer, did effective trial closes

15% **OVERCOMING OBJECTIONS** (Eliminate concerns/questions to customer's satisfaction)
Gained better understanding of objection (clarified), answered objection, confirmed objection is no longer a concern

10% **CLOSE** (Take initiative to understand where you stand with buyer now and for the future)
Presented a persuasive reason to move forward, asked for appropriate commitment

15% **COMMUNICATION SKILLS**
Effective verbal and non-verbal communication skills, clear and professional verbiage, kept the conversation moving

5% **OVERALL**
Enthusiasm and confidence, product/customer knowledge, preparedness