

# MKTG 4600 – Advanced Selling

## Sales Call #2 Evaluation Form

NAMES: \_\_\_\_\_ Date: \_\_\_\_\_

APPEARANCE:    appropriate    borderline appropriate    not appropriate  
 TEAMWORK                    STRONG ----- WEAK  
 PROFESSIONALISM:        STRONG ----- WEAK

**OPENING:**

Comfort Level / Smoothness:	1	2	3	4	5
Position of Meeting (CLAP)	1	2	3	4	5
Use of Agenda & Recap:	1	2	3	4	5

**BENEFITS PRESENTATION:**

Use of PP Worksheet:	1	2	3	4	5
Verified needs:	1	2	3	4	5
Connection selling points to needs:	1	2	3	4	5
Clarity of Information / arguments:	1	2	3	4	5
Effective Proofs offered?	1	2	3	4	5
Brought to Life?	1	2	3	4	5
Strength of issue closes:	1	2	3	4	5
Strength of final summary:	1	2	3	4	5

Overall Quality of VPC	
Weak .....	Strong

**OBJECTION HANDLING:**

Openness to Objections/Questions:	1	2	3	4	5
	OBJ#1	OBJ#2	OBJ#3		
Clarify					
Respond					
Confirm					

**CLOSING:**

Did you ask for sale?	1	2	3	4	5
Assertiveness:	1	2	3	4	5
Circle Back:	1	2	3	4	5
Pushed thru stall?	1	2	3	4	5
Final Outcome Quality:	1	2	3	4	5

**WRAP-UP:**

Smoothness:	1	2	3	4	5
EDGE	1	2	3	4	5

<b>Final Grade:</b> _____
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