Area that needs most work ____________________________   Area done best in ____________________________

___ 10 Partnership developed throughout the presentation:
Respectful
Candid (tells pros and cons)
Friendly (smile)
Developed rapport (professional introduction, gained attention, attempted small talk)
Prepared (knowledgeable, no note cards)

___ 10 Buyer’s needs: Discovered/reiterated at the beginning of the presentation (before talking about your product)
Smooth transition into needs identification
All needs listed in paper identified
Verified: “Anything else?” or “Anything changed?”
Smooth transition to the presentation
For resellers, asked both sets

___ 10 Selling explicitly to the buyer’s stated needs:
Each presentation point explicitly tied (e.g., “You said you were looking for a product that...our product has ...”)
[Not just going through your portfolio or mentioning features that aren’t related to needs explicitly]

___ 10 Visual aids and demonstration:
Permission to use desk
Appropriate and professional (minimum: personalized self-created features/benefits chart, 2 testimonials, competitive information, quantified solution)
Easily seen (multiple copies)
Used effectively (got buyer involved)

___ 10 Did not interrupt or “steamroll” buyer:
Cut off buyer (a little, a lot, not quite while the buyer is supposed to be reading something)
Let buyer talk during the presentation (not just you)
Probe after major points: “Does that meet your needs?” “How does that sound so far?” (Not just “Do you have any questions?”)

___ 10 Nonverbal:
Eye contact  Gestures  Posture (sit up straight, don’t lean over the prospect’s desk)

___ 10 Speech:
Fast/slow  Loud/soft  Clear articulation and enunciation of words
Verbal pauses (ah, uh, okay)  Professional word choice (cheap, stuff, like, you know, you guys, etc.)

___ 10 Enthusiasm and Confidence:
Displayed enthusiasm  Monotone (need to vary the pitch more; monotonous rise/fall of inflection)
Displayed personal confidence  Nervous (tongue-tied)

___ 10 Objections:
Positive attitude
Clarify before answering
Good responses
Always post-objection probe (“Did that answer your question?” not just “Any more questions?”)

___ 10 Commitment:
Timely
Achieved at least minimum goal for call
Post-close communication (said “wise decision” immediately, probing, deciding on next step)

4/8/09