



## Role Play Feedback Sheet

Salesperson: \_\_\_\_\_ Training Date: \_\_\_\_\_

Your Name: \_\_\_\_\_

Rate each area with the scale below:

1 – Excellent

2 – V Good

3 – Average

4 – Needs Improvement

### Pre Call Planning

Research/Preparation/Organization	1	2	3	4
Attitude/Enthusiasm	1	2	3	4
Professional appearance	1	2	3	4
Stated his/her purpose/agenda	1	2	3	4

### Presentation/Demonstration

Professional/Organized	1	2	3	4
Targeted customer's needs	1	2	3	4
Highlighted benefits	1	2	3	4
Followed a logical flow	1	2	3	4
Kept it interactive	1	2	3	4

### Sales Call Opening

Made eye contact	1	2	3	4
Had a big smile	1	2	3	4
Firm handshake	1	2	3	4
Strong opening statements/questions	1	2	3	4

### Objection Handling

Kept his/her composure	1	2	3	4
Isolated smoke screens	1	2	3	4
Addressed real objections	1	2	3	4
Used proven techniques	1	2	3	4
Trial closed on issue(s)	1	2	3	4

### Probing and Qualifying

Prefaced questions	1	2	3	4
Open-Ended Q's to probe	1	2	3	4
Closed-Ended Q's to confirm	1	2	3	4
Identified customer needs/wants	1	2	3	4
Separated needs from wants	1	2	3	4
Discussed expectations	1	2	3	4

### Closing / Trial Closing

Closed at the right time	1	2	3	4
Created urgency (professionally)	1	2	3	4
Closed for multiple commitments	1	2	3	4
Used a variety of techniques	1	2	3	4
Closed multiple times	1	2	3	4

### Listening Skills

Actively listened	1	2	3	4
Asked permission to take notes	1	2	3	4
Demonstrated attentiveness	1	2	3	4
Used confirming statements/Q's	1	2	3	4
Picked up non-verbal signals	1	2	3	4

### Overall

Controlled the sales call	1	2	3	4
Demonstrated confidence	1	2	3	4
Addressed all parties involved	1	2	3	4
Met his/her objective(s)	1	2	3	4
Met customer's objective(s)	1	2	3	4

Notes/Comments:

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