

# SELLING METRICS

Criteria	Date									

Sales Skills - Prospecting										
Suspect identified - fit for our product/service										
Strategy determined for 1st contact										
Maintains high activity level										

Sales Skills - First Impression										
Rapport & bonding established early										
Displayed sincerity										
Gained permission to ask questions										

Sales Skills - Qualifying										
Listened more than they talked										
Identified prospect's needs										
Drilled down into prospect's statements to determine level of need										
Determined prospect's decision-making process										
Identified key decision-maker										
Discovered prospect's budget for solution										
Used open-ended questions										

Sales Skills - Demonstrating										
Presentation addressed prospect's needs/problems										
Salesperson was poised and articulated										

Sales Skills - Influencing										
Determined and used strongest value proposition										
Proactively addressed potential problems										

Sales Skills - Closing										
Salesperson overcame prospect's objections										
Asked for the business										

<p align="center"><b>Performance Observation Scale</b>                  These descriptions serve as a guide to give an objective evaluation on the salesperson's performance and help further their personal growth.</p>	6	Exceptional	Consistently Exceeds Expectations
	5	Highly Effective	Surpasses Expectations Frequently
	4	Solid Performer	Surpasses Expectations Periodically
	3	Satisfactory Performer	Usually Fulfills Expectations
	2	Needs Improvement	Does Not Consistently Fulfill Expectations
	1	Not Effective	Does Not Meet Minimal Levels