

CSS Unannounced Performance Evaluation Equipment Sales Reps

Sales Presentation Evaluation	Industry Average	Trained Reps	Improv.
I. Establishing Relationships. Did the sales person:	% Yes	% Yes	% +/-
Return the customer's call in a timely manner?	70.9%	93.4%	31.7%
Clearly state their name and ask to help?	18.2%	81.5%	348.1%
Have good voice presence (tone, pace, pitch and inflection)?	72.4%	94.6%	30.7%
Use good listening skills and not interrupt the customer?	61.4%	90.3%	47.1%
Ask for detailed customer information?	28.6%	87.8%	207.1%
Ask good situation questions?	41.4%	84.4%	103.8%
Average for category	48.8%	88.7%	81.7%
II. Investigation. Did the sales person:	% Yes	% Yes	% +/-
Ask good diagnostic questions regarding the customer's operation?	17.8%	81.7%	359.2%
Find out the customer's most pressing problem (pain)?	18.3%	74.3%	305.9%
Ask when the customer would need the equipment?	31.4%	89.8%	186.1%
Ask if financing was needed?	32.5%	81.7%	151.4%
Attempt to uncover the customer's buying motive?	17.0%	71.9%	323.4%
Average for category	23.4%	79.9%	241.5%
III. Presentation. Did the sales person:	% Yes	% Yes	% +/-
Have a well prepared sales presentation?	39.6%	86.0%	117.3%
Provide a thumbnail sketch to get the customer curious about the product?	22.2%	81.0%	265.6%
Resist spewing features and benefits?	24.1%	87.0%	261.1%
Offer complimentary references?	19.4%	74.0%	282.1%
Avoid the use of industry jargon ?	49.0%	82.0%	67.5%
Resist e-mailing the customer a quote or giving a price over the phone	14.2%	93.0%	553.3%
Offer a reasonable reason why it would be best not to e-mail a quote or give a price?	9.2%	91.0%	887.6%
Acknowledge and listen to any customer concerns and objections?	74.8%	85.0%	13.6%
Average for category	31.6%	84.9%	169.0%
IV. Closing and Post Close. Did the sales person:	% Yes	% Yes	% +/-
Make a concerted effort to get an appointment to visit the customer?	18.3%	94.0%	412.4%
Find out if the customer was the decision maker?	17.4%	77.0%	342.3%
Follow-up with the customer after the initial call?	58.1%	91.0%	56.7%
Average for category	31.3%	87.3%	179.2%
AVERAGE PERCENTAGE GRADE	33.8%	85.2%	152.4%

Source: Industry Average - 2,000 sales reps recorded and evaluated from every major manufacturer by Creative Sales Solutions
Trained Reps - 1,000 sales Reps trained by Creative Sales Solutions