

SALESPERSON EVALUATION

Rate Each Salesperson from
1 (Lowest) to 5 (Highest)

Salesperson Evaluation

SALESPERSON'S NAME _____

Success Skills

1 - 5

- _____ 1. Has a long-term vision and business plan
- _____ 2. Has clear sales, income and success goals
- _____ 3. Tracks and measures all sales opportunities, activities and results
- _____ 4. Manages daily selling activities, organizational skills and daily game plan
- _____ 5. Professional appearance every day

Selling Skills On The Lot

Circle the
top 3 areas to
focus on the
next 30 days

- _____ 6. Professionally greets the customer and starts the sale off on a positive note
- _____ 7. Building rapport and finding common ground
- _____ 8. Investigating for the customer's wants, needs and hot buttons
- _____ 9. Controlling and directing the sales process
- _____ 10. Creating urgency and fear of loss during the sale
- _____ 11. Doing a Pre-Demo Trade Walk prior to the Presentation
- _____ 12. Selecting the best vehicle for the customer
- _____ 13. Delivers a high impact presentation and creates mental ownership
- _____ 14. Assuming and executing a high impact demonstration drive
- _____ 15. Handles price and doesn't get into a price conversation prior to negotiating
- _____ 16. Overcomes customer's objection to buying after the demo
- _____ 17. Gets a commitment & transitions the customer inside
- _____ 18. Gets managers involved in the deal early and often

The Negotiation

- _____ 19. Follows management's direction while working each deal
- _____ 20. Has confidence in presenting to defend the 1st pass
- _____ 21. Is effective at justifying and bumping the numbers on the 1st pass
- _____ 22. Effectively "refocuses" price objections to budget and value
- _____ 23. Works the 2nd & 3rd pass effectively for gross improvement
- _____ 24. Uses Total Cost of Ownership closes effectively (Gas / Maintenance / etc.)

Follow Up & Prospecting

- _____ 25. Retains and follows up effectively with their sold customers
- _____ 26. Effective at follow up with unsold prospects
- _____ 27. Effective at prospecting using an equity management tool
- _____ 28. Prospects outside the dealership for new business
- _____ 29. Turns the incoming sales call into appointments that show
- _____ 30. Turns internet leads into appointments that show

TOTAL SCORE _____

POSSIBLE PERFECT SCORE

150



ABOUT

TIM KINTZ

Tim Kintz is the president of The Kintz Group, the automotive industry's premier sales and management training company. Tim started The Kintz Group after re-entering the retail side of the business as a general manager and seeing the need for up-to-date training. A graduate of the NADA Academy, Tim has worked in just about every position in the dealership and can still be found on the showroom floor, working deals alongside salespeople and managers. Tim has delivered hands-on coaching, workshops, and presentations in large cities and rural communities alike. His strategies are relevant and proven to work everywhere cars are sold.



The Kintz Group



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