

# **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

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



Tim Kintz



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The Kintz Group