

# EVALUATION

## SALES TEAM

Date: \_\_\_\_\_

Using the chart below, rate your sales team from 1 to 5 (1 being poor and 5 being excellent). Color in each row to indicate the ranking. Then tally up the score.

SKILLS: 1 2 3 4 5

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

Has a long-term vision and business plan				
Has clear sales, income and success goals				
Tracks and measures all sales opportunities, activities and results				
Manages daily selling activities, organizational skills and daily game plan				
Professional appearance every day				
Professionally greets the customer and starts the sale off on a positive note				
Building rapport and finding common ground				
Investigating for the customer's wants, needs and hot buttons				
Controlling and directing the sales process				
Creating urgency and fear of loss during the sale				
Doing a Pre-Demo Trade Walk prior to the Presentation				
Selecting the best vehicle for the customer				
Delivers a high impact presentation and creates mental ownership				
Assuming and executing a high impact demonstration drive				
Handles price and doesn't get into a price conversation prior to negotiating				
Overcomes customer's objection to buying after the demo				
Gets a commitment and transitions the customer inside				
Gets managers involved in the deal early and often				
Follows management's direction while working each deal				
Has confidence in presenting to defend the 1st pas				
Is effective at justifying and bumping the numbers on the 1st pass				
Effectively "refocuses" price objections to budget and value				
Works the 2nd & 3rd pass effectively for gross improvement				
Uses Total Cost of Ownership closes effectively (Gas / Maintenance / etc.)				
Retains and follows up effectively with their sold customers				
Effective at follow-up with unsold prospects				
Effective at prospecting using an equity management tool				
Prospects outside the dealership for new business				
Turns incoming sales calls and internet leads into appointments that show				

Total: \_\_\_\_\_ /145