

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 pass					
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