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

# Sales Roleplay Feedback Tool

**Salesperson’s Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Feedback Provided By:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| **Area Assessed (Objectives)** | **Needs Improvement** | **Satisfactory** | **Good** |
| * Uncover decision process (decision criteria, people involved in decision process)
 |  |  |  |
| * Determine relevant facts about company and/or buyer
 |  |  |  |
| * Uncover needs of the buyer (discovers current problems, goals, etc.)
 |  |  |  |
| * Ask effective questions that bring to the buyer’s attention what happens to their company when problems continue (helps convert implied needs to explicit needs)
 |  |  |  |
| * Gain pre-commitment to consider the product/service and smooth transition to presentation.
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| --- | --- | --- |
| **Overall Comments:** |  |  |
| **What did the salesperson do best?** |  | **What areas could be improved upon?** |
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