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

# Sales Roleplay Feedback Tool

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

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

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| **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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