

# Sales Roleplay Feedback Tool

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

Salesperson's Name: \_\_\_\_\_

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

Area Assessed (Objectives)	Needs Improvement	Satisfactory	Good
<ul style="list-style-type: none"> <li>Uncover decision process (decision criteria, people involved in decision process)</li> </ul>			
<ul style="list-style-type: none"> <li>Determine relevant facts about company and/or buyer</li> </ul>			
<ul style="list-style-type: none"> <li>Uncover needs of the buyer (discovers current problems, goals, etc.)</li> </ul>			
<ul style="list-style-type: none"> <li>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)</li> </ul>			
<ul style="list-style-type: none"> <li>Gain pre-commitment to consider the product/service and smooth transition to presentation.</li> </ul>			

**Overall Comments:**

What did the salesperson do best?

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What areas could be improved upon?

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