

Student/Code: _____

Evaluator Number: _____

Grading Scale – 100 Total Points Possible
0 = Not Present, 1-2 = Poor, 3-4 = Fair, 5-6 = Good, 7-8 = Very Good, 9-10 = Excellent

Rapport <ul style="list-style-type: none">Professional, genuine, and personal interactionEngages in a personalized dialogue that supports State Farm's customer-centric mission and demonstrates a deep understanding of the Sales Process.	Overall Score <div>012345678910</div> <div>012345678910</div>	Feedback
Identify Needs <ul style="list-style-type: none">Asks appropriate and relevant questions to better understand the customer's current state and effectively portray areas of opportunity. Restates information, as applicableOnce needs have been identified they are then confirmed with the customer to ensure proceeding dialogue is relevant to the customer	Overall Score <div>012345678910</div> <div>012345678910</div>	Feedback
Presentation of the quote <ul style="list-style-type: none">Smoothly transitions into the presentation of new product(s) and service(s). Maintains a professional and personal demeanor throughout, conveying subject-matter expertisePresentation is logical and persuasive, while demonstrating benefits specific to the customer. Explains and educates the customer on relevant discounts, as applicableActively considers the customer's reactions (verbal & non-verbal) to determine when the customer is satisfied and/or ready to purchase	Overall Score <div>012345678910</div> <div>012345678910</div> <div>012345678910</div>	Feedback
Response to Customer Concerns <ul style="list-style-type: none">Takes time to clearly understand any objection(s) or concern(s) and clarifies presentation, when needed, before respondingUses appropriate response techniquesConfirms when/if objections are answered. Asks questions after responding to ensure the concern was addressed to the customer's satisfaction	Overall Score <div>012345678910</div>	Feedback
Closing <ul style="list-style-type: none">Uses effective and persuasive closing techniques and asks for an appropriate commitment from the customerConfirms customer's decision professionally and explains any necessary next steps. Thanks the customer for their time and loyal business	Overall Score <div>012345678910</div>	Feedback
Communication Strategy <ul style="list-style-type: none">Dialogue is genuine and professional. Addresses the customer in a courteous manner and treats him/her with respectDisplays active listening skills: doesn't interrupt, asks relevant follow-up questions, and welcomes interaction from the customerCommunicates effectively, addressing the customer in a helpful and understanding toneGood non-verbal communication: eye contact, hand gestures, etc	Overall Score <div>012345678910</div>	Feedback
Total Score <div>_____/100</div>	Overall Feedback	