

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

<p>Service Approach</p> <ul style="list-style-type: none"> Professional, genuine, and personal interaction Engages in a personalized dialogue that supports State Farm’s customer-centric mission and demonstrates a deep understanding of the Sales Process 	<p>Overall Score</p> <p>0 1 2 3 4 5 6 7 8 9 10</p> <p>0 1 2 3 4 5 6 7 8 9 10</p>	<p>Feedback</p>
<p>Identify Needs</p> <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 applicable Once needs have been identified they are then confirmed with the customer to ensure proceeding dialogue is relevant to the customer 	<p>Overall Score</p> <p>0 1 2 3 4 5 6 7 8 9 10</p> <p>0 1 2 3 4 5 6 7 8 9 10</p>	<p>Feedback</p>
<p>Presentation</p> <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 expertise Presentation is logical and persuasive, while demonstrating benefits specific to the customer; Explains and educates the customer on relevant discounts, as applicable Actively considers the customer’s reactions (verbal & non-verbal) to determine when the customer is satisfied and/or ready to purchase 	<p>Overall Score</p> <p>0 1 2 3 4 5 6 7 8 9 10</p> <p>0 1 2 3 4 5 6 7 8 9 10</p> <p>0 1 2 3 4 5 6 7 8 9 10</p>	<p>Feedback</p>
<p>Response to Objections</p> <ul style="list-style-type: none"> Takes time to clearly understand any objection(s) or concern(s) and clarifies presentation, when needed, before responding Uses appropriate response techniques Confirms when/if objections are answered; asks questions after responding to ensure the concern was addressed to the customer’s satisfaction 	<p>Overall Score</p> <p>0 1 2 3 4 5 6 7 8 9 10</p>	<p>Feedback</p>
<p>Closing</p> <ul style="list-style-type: none"> Uses effective and persuasive closing techniques and asks for an appropriate commitment from the customer Confirms customer’s decision professionally and explains any necessary next steps; thanks the customer for their time and loyal business 	<p>Overall Score</p> <p>0 1 2 3 4 5 6 7 8 9 10</p>	<p>Feedback</p>
<p>Communication Strategy</p> <ul style="list-style-type: none"> Dialogue is genuine and professional; addresses the customer in a courteous manner and treats him/her with respect Displays active listening skills: doesn’t interrupt, asks relevant follow-up questions, and welcomes interaction from the customer Communicates effectively, addressing the customer in a helpful and understanding tone Good non-verbal communication: eye contact, hand gestures, etc. 	<p>Overall Score</p> <p>0 1 2 3 4 5 6 7 8 9 10</p>	<p>Feedback</p>
<p>Total Score</p> <p>_____/100</p>	<p>Overall Feedback</p>	

