



# FFT Sales Call Evaluation Form



Representative Name (First, Last)

Evaluator Name (First, Last)

Date

**Legend:** ☐ DC= Demonstrating Competence ☐ NI = Needs Improvement ☐ UN = Unacceptable

PRE-CALL

**Set specific call objective** ☐ DC ☐ NI ☐ UN

CALL

**During the call, the representative demonstrated the following:**

*(The bulleted items are just some of the points to consider when making your evaluation)*

## Effective Opener

### 1. Delivered an effective call opener that engaged the physician

- Constructed attention-getting openers by utilizing an initial benefits statement ☐ DC ☐ NI ☐ UN
- Built rapport with physician
- Referred to a particular disease state, patient or physician need
- Related product benefits to specific disease/patient need

## Features & Benefits

### 2. Converted features to benefits utilizing efficacy, safety and/or access

- Accurately delivered the product messages ☐ DC ☐ NI ☐ UN
- Exhibited solid product knowledge
- Communicated meaningful benefits for the physician and patient

## Use Data to Compare & Win

### 3. Use data to compare & win (as appropriate) to demonstrate the benefits of Pfizer products in comparison to the competition's

- Used relevant clinical and technical data ☐ DC ☐ NI ☐ UN
- Effectively articulated product advantages in a professional manner (e.g. didn't "bash" the competition)

## Listening & Targeted Probing

### 4. Listening and targeted probing

- Demonstrated listening skills, eye contact, body language and follow up questions ☐ DC ☐ NI ☐ UN
- Utilized questions appropriately to confirm customer understanding & rationale for prescribing habits

## Handling Objections

### 5. Determined the physician's real objection

- Clarified to determine the physician's real objection ☐ DC ☐ NI ☐ UN
- Communicated empathy for physician's concerns
- Used most appropriate proof sources to respond to physician's concerns
- Verified objection has been answered...trial close

## Bridging & Transitions

### 6. Bridging & transitions

- Transitioned seamlessly by utilizing relevant disease state, patient types and/or medication similarities (e.g. benefits/features/access) ☐ DC ☐ NI ☐ UN
- Maintained physician's engagement

## Effective Closing

### 7. Secured commitment to prescribe product for the patient type identified based on the physician's responses to the trial close (if appropriate) and objection handling

- Recognized buying signals ☐ DC ☐ NI ☐ UN
- Leverage trial close if the situation calls for one
- Asked for a commitment that is specific, results-oriented and realistic

POST-CALL

**Analyzed call execution** ☐ DC ☐ NI ☐ UN

**Comments:**

*\*To be answered by Trainer:*

**Was the Representative Healthcare Law compliant?**

☐ YES ☐ NO

*\*To be answered by Participant / Representative:*

**I have reviewed all of the content of this Sales Call Evaluation Form.**

☐ YES ☐ NO

**Overall Sales Call Evaluation** ☐ DC ☐ NI ☐ UN