SalesCoach Report

Context:

No context provided

Radar chart axes: Preparation, Opening, Need Dialogue, Solution Dialogue, Asking for Commitment, Objection Resolution, Follow-up

■ Actual Performance   ⬚ Benchmark (Level 3)

1. Preparation   Experienced

Strategic Preparation

Prepares (ad-hoc) a call objective

Prepares a SMART call objective

Has both short and long term objectives identified for that customer

Plans calls a week ahead

Formulates the open questions, that should be raised within a call

Prepares a call agenda

Defines key/directive questions, that should be raised within a call

Uses information about the adaptation ladder

Focuses on genuinely meeting customer needs, demonstrating curiosity from the HCPs perspective

Client Understanding

Enters call with little or no review of the previous call notes / history

Has reviewed previous call notes / sales history in CRM

Makes assumptions about client needs

Demonstrates awareness and knowledge of competitor activities

Is always aware of the environment and collects relevant information to use in the call (observes patients, secretary)

Tactical Preparation

Chooses fitting promo materials

Chooses the features and benefits to focus on

Checks the iPad before the visit (presentation, charge)

Prepares a hook / hinge

Plans how to respond to objections and how to position alternatives

Plans the call individually, anticipating questions which will be asked, choosing materials and solutions to position and options for closing

Prepares individual solutions that will demonstrate added value for the customer

2. Opening   Experienced

Greeting & Introduction

Introduces themself & the organisation

Calls the doctor by name

Mentions the reason for the visit

Demonstrates effective presence: interest, conviction, appropriate energy (through body language)

Is a recognized, trusted contact for the customer

Relating

Creates a positive atmosphere (friendly, smiling, well-presented, polite)

Understands various customer personality styles (insight colors)

Shows flexibility in own style to meet different customer personality styles

Creates a trusting client relationship through presence, charisma and a high level of customer\technical, market knowledge

Summary & Hinge

Summarises by recapping the last agenda

Creates interest with a catchy hook / hinge

Positions the purpose of the visit and the benefits for the customer to create interest through the opening statement

Raises an issue / challenge which is relevant for the customer (and for which we have a solution), the potential impact on them and the needs that it creates

Agenda Introduction

Takes cues from the customer for timing and checks it

Checks the relevance of the agenda and asks the customers for input to the meeting agenda

Builds credibility and provides content

Positions the wish to ask questions to help focus on the client's needs

3. Need Dialogue   Experienced

Questioning

Asks questions to gather information about current situation (HCP`s potential)

Explores HCP`s satisfaction with the current situation (what is going well, what should change)

Asks questions about the level of commitment

Uses questioning techniques (prefacing/drilling down/trading) to create a need dialogue

Uses a combination of different question types and techniques to appropriately expand the dialogue

Uncovers and understands the hidden needs

Active Listening

Uses verbal and non-verbal reinforcement

Paces questions effectively (keeps silent after asking a question, avoids multiple-choice questions, asks one question at time)

Listens attentively

Listens to the needs in detail, to understand, not to respond (effective listening)

Uses answer as a hinge

4. Solution Dialogue — Qualified

Structuring

Provides an overview of what is about to be said

Introduces the solution without giving details or checking

Shares a relevant key message for the solution

Delivers a well-thought-out individually tailored message and a solution for the specific HCP`s challenges

Positioning Solution

Uses promotional materials in line with the brand strategy

Supports the presentation by using iPAD content

Uses visual aids appropriately and selectively

Easily navigates the iPAD content

Links to needs using features and benefits

Offers a solution as a reaction to the prior conversation

Offers a solution by including value adding features and benefits (added value could be expertise, service, network etc)

Delivers a win-win solution that makes the HCP view them as a trusted advisor

Checking

Asks a basic checking question only once

Asks basic checking questions throughout the dialogue: how does it sound? What do you think about it?

Summarises client benefits

Concisely summarises and checks for agreement

Actively uses silence

5. Asking for Commitment — Qualified

Summarizing

Summarises the focus product information

Positions the closing summary by reinforcing key benefits and value

Acknowledges the value of the discussion

Links the close to the adapted call objective

Summary takes into account the individualized value proposition

Asking for Commitment

Is aware of buying signals (both verbal & non verbal), which indicate that it is time to 'ask for commitment'

Does a final check for feedback on what has been positioned

Gets the commitment on the concrete next steps (for specific patients)

Has convinced the HCP with our solution and has agreed on the concrete next steps (by asking implementation questions: who, what, where, when)

The next steps are in line with the SMART objective

Maintaining Rapport

Continues with a positive atmosphere

Demonstrates appreciation for the client's business

Creates a favourable last impression

Summarises feelings and attitudes as well as facts and arguments

Personalises the Close

Is genuine

6. Objection Resolution — Experienced

Objection Handling

Knows the objection handling model and partly uses it

Acknowledges to reduce any customer negativity

Has prepared for multiple possible objections

Handles common objections

Uses the objection handling model consistently

Probes to identify the underlying need

Remains calm even with difficult objections

Keeps the dialogue interactive, even if the objection is not resolved

Anticipates most objections

If an objection was not resolved, guarantees to give the answer to the client in the next call

7. Follow-up — Experienced

Analysing Results

Analyses the call results (was the call objective reached?) under manager`s guidance

Self-critically analyses the call results (what went well? what should be improved?)

Adjusts / sets a SMART call objective for the next call

Develops a plan to improve / enhance the outcome of the visits

Execute on agreements (all action steps)

Self-Analysing

Analyses the call for strong points and areas for improvement under manager`s guidance

Self-critically analyses the call for strong points and areas for improvement

Provides suggestions for improvement in selling skills

Develops a plan to improve selling skills

Reporting

Takes notes to record the most important information (during or after a call)

Keeps a record of all commitments in one place

Keeps a record of all commitments and checks it on a regular basis

Uses the call notes to update planning documentation and customer database

Uses CRM

Key Observations:

new

What Worked Well:

new

What Can Be Improved:

dsfsf

Next Steps:

update

Coach:

_____

New Coachee name change
Date: _____

Coachee:

_____

New Coachee name change
Date: _____

Electronic signatures accepted for digital approval

Coach:

_____

New Coachee name change
Date: _____

Coachee:

_____

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