SalesCoach Report

Proficiency Level: Qualified

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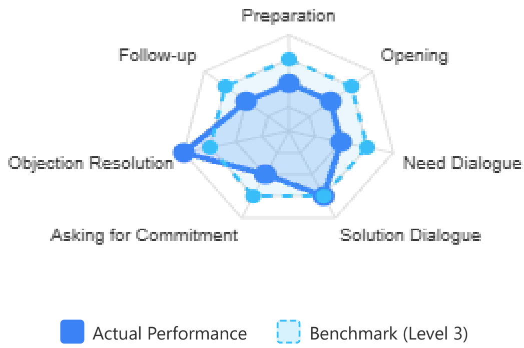
17/07/2025 | 23:03

Context:

this is a new context this is for a new report another new report



1. Preparation

Qualified

Strategic Preparation

L1. Prepares (ad-hoc) a call objective
L1. Plans calls a week ahead
L1. Formulates the open questions, that should be raised within a call
L2. Prepares a SMART call objective
L2. Prepares a call agenda
L2. Defines key/directive questions, that should be raised within a call
L3. Has both short and long term objectives identified for that customer
L3. Uses information about the adaptation ladder
L4. Focuses on genuinely meeting customer needs, demonstrating curiosity from the HCPs perspective

Client Understanding

L1. Enters call with little or no review of the previous call notes / history
L2. Has reviewed previous call notes / sales history in CRM
L2. Makes assumptions about client needs
L3. Demonstrates awareness and knowledge of competitor activities
L4. Is always aware of the environment and collects relevant information to use in the call (observes patients, secretary)

Tactical Preparation

L1. Chooses fitting promo materials
L1. Chooses the features and benefits to focus on
L1. Checks the iPad before the visit (presentation, charge)
L2. Prepares a hook / hinge
L2. Plans how to respond to objections and how to position alternatives
L3. Plans the call individually, anticipating questions which will be asked, choosing materials and solutions to position and options for closing
L4. Prepares individual solutions that will demonstrate added value for the customer

2. Opening
Qualified

Greeting & Introduction

L1. Introduces themself & the organisation
L2. Calls the doctor by name
L2. Mentions the reason for the visit
L3. Demonstrates effective presence: interest, conviction, appropriate energy (through body language)
L4. Is a recognized, trusted contact for the customer

Relating

L1. Creates a positive atmosphere (friendly, smiling, well-presented, polite)
L2. Understands various customer personality styles (insight colors)
L3. Shows flexibility in own style to meet different customer personality styles
L4. Creates a trusting client relationship through presence, charisma and a high level of customer\technical, market knowledge

Summary & Hinge

L1. Summarises by recapping the last agenda
L2. Creates interest with a catchy hook / hinge
L3. Positions the purpose of the visit and the benefits for the customer to create interest through the opening statement
L4. 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

L1. Takes cues from the customer for timing and checks it
L2. Checks the relevance of the agenda and asks the customers for input to the meeting agenda
L3. Builds credibility and provides content
L4. Positions the wish to ask questions to help focus on the client's needs

3. Need Dialogue
Qualified

Questioning

L1. Asks questions to gather information about current situation (HCP`s potential)
L2. Explores HCP`s satisfaction with the current situation (what is going well, what should change)
L2. Asks questions about the level of commitment
L3. Uses questioning techniques (prefacing/drilling down/trading) to create a need dialogue
L4. Uses a combination of different question types and techniques to appropriately expand the dialogue
L4. Uncovers and understands the hidden needs

Active Listening

L1. Listens attentively
L2. Uses verbal and non-verbal reinforcement
L3. Paces questions effectively (keeps silent after asking a question, avoids multiple-choice questions, asks one question at time)
L3. Uses answer as a hinge
L4. Listens to the needs in detail, to understand, not to respond (effective listening)

4. Solution Dialogue — Experienced

Structuring

L1. Provides an overview of what is about to be said
L2. Introduces the solution without giving details or checking
L3. Shares a relevant key message for the solution
L4. Delivers a well-thought-out individually tailored message and a solution for the specific HCP`s challenges

Positioning Solution

L1. Links to needs using features and benefits
L2. Uses promotional materials in line with the brand strategy
L2. Supports the presentation by using iPAD content
L2. Offers a solution as a reaction to the prior conversation
L3. Uses visual aids appropriately and selectively
L3. Easily navigates the iPAD content
L3. Offers a solution by including value adding features and benefits (added value could be expertise, service, network etc)
L4. Delivers a win-win solution that makes the HCP view them as a trusted advisor

Checking

L1. Asks a basic checking question only once
L2. Asks basic checking questions throughout the dialogue: how does it sound? What do you think about it?
L3. Summarises client benefits
L3. Actively uses silence
L4. Concisely summarises and checks for agreement

5. Asking for Commitment — Qualified

Summarizing

L1. Summarises the focus product information
L2. Positions the closing summary by reinforcing key benefits and value
L3. Acknowledges the value of the discussion
L4. Links the close to the adapted call objective
L4. Summary takes into account the individualized value proposition

Asking for Commitment

L1. Is aware of buying signals (both verbal & non verbal), which indicate that it is time to 'ask for commitment'
L2. Does a final check for feedback on what has been positioned
L3. Gets the commitment on the concrete next steps (for specific patients)
L4. Has convinced the HCP with our solution and has agreed on the concrete next steps (by asking implementation questions: who, what, where, when)
L4. The next steps are in line with the SMART objective

Maintaining Rapport

L1. Continues with a positive atmosphere
L2. Demonstrates appreciation for the client's business
L2. Personalises the Close
L2. Is genuine
L3. Creates a favourable last impression
L4. Summarises feelings and attitudes as well as facts and arguments

6. Objection Resolution — Master

Objection Handling

L1. Knows the objection handling model and partly uses it
L2. Acknowledges to reduce any customer negativity
L2. Handles common objections
L3. Has prepared for multiple possible objections
L3. Uses the objection handling model consistently
L3. Probes to identify the underlying need
L4. Remains calm even with difficult objections
L4. Keeps the dialogue interactive, even if the objection is not resolved
L4. Anticipates most objections
L4. If an objection was not resolved, guarantees to give the answer to the client in the next call

7. Follow-up — Qualified

Analysing Results

L1. Analyses the call results (was the call objective reached?) under manager`s guidance
L2. Self-critically analyses the call results (what went well? what should be improved?)
L2. Execute on agreements (all action steps)
L3. Adjusts / sets a SMART call objective for the next call
L4. Develops a plan to improve / enhance the outcome of the visits

Self-Analysing

L1. Analyses the call for strong points and areas for improvement under manager`s guidance
L2. Self-critically analyses the call for strong points and areas for improvement
L3. Provides suggestions for improvement in selling skills
L4. Develops a plan to improve selling skills

Reporting

L1. Takes notes to record the most important information (during or after a call)
L1. Uses CRM
L2. Keeps a record of all commitments in one place
L3. Keeps a record of all commitments and checks it on a regular basis
L4. Uses the call notes to update planning documentation and customer database

Key Observations:

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What Worked Well:

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What Can Be Improved:

new improvement discussion sdfdfsdfdsf

Next Steps:

action plandsfdsfdsfdfssdfdsf dsfdsfsf

Coach:	Coachee:
Anja Adminilia Date: __________	Coachee 1 Date: __________

Electronic signatures accepted for digital approval