

SalesCoach Report

Coach: Anja Elk |

Coachee: Anja Elk |

Proficiency Level: Qualified

6.6.2025

1. Preparation

Experienced

Strategic preparation

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

Technical 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 themselves & 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 him\her 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 Dialog

Learner

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

Listens attentively

Uses verbal and non-verbal reinforcement

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

uses the answer as a hinge

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

4. Solution Dialog

Master

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 challenge

Positioning solution

Links to needs using features and benefits

Offers a solution as a reaction to the prior conversation

Uses promotional materials in line with the brand strategy

Supports the presentation by using iPad content

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

Uses visual aids appropriately and selectively

Easily navigates the iPad content

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

Actively uses silence

Concisely summarises and checks for agreement

5. Objection Resolution

Learner

Objection handling

- ' Knows the objection handling model and partly uses it
- ' Acknowledges to reduce any customer negativity
- ' Handles common objections

Has prepared for multiple possible objections and 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 solved, guarantees to give the answer to the client in the next call

6. Asking for Commitment

Learner

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 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 HCP commits to try the solution with a number of patients

Maintaining rapport

- ' Continues with a positive atmosphere

Demonstrates appreciation for the client's business

' Personalises the Close

Is genuine

Creates a favourable last impression

Summarises feelings and attitudes as well as facts and arguments

7. Follow up

Master

Analyzing 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?)

Execute on agreements (all action steps)

Adjusts/Sets a SMART call objective for the next call

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

Self-analyzing

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

Gives suggestions for improvement in selling skills

Develops a plan to improve selling skills

Reporting

Makes notes to record the most important information (during or after a call), uses CRM

Keeps a record of all commitments in one place

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

Uses the call notes to update planning documentation and customer database

Electronic Signatures

Coach Signature:

Date:

Anja Elk

Coachee Signature:

Date:

Anja Elk

Note: This document supports electronic signatures for digital approval.