

Sales Coaching Assessment Report

Coach: Anja Elk

Coachee: Anja Elk

Date: 6/5/2025

Assessment: Assessment for Anja Elk - 6/5/2025

Assessment Context

self

Performance Overview

1. Preparation

Behaviors: 0/21 (0%)

Manual Score: Level 3 - Experienced

2. Opening

Behaviors: 0/17 (0%)

Manual Score: Level 3 - Experienced

3. Need Dialog

Behaviors: 0/10 (0%)

Manual Score: Level 1 - Learner

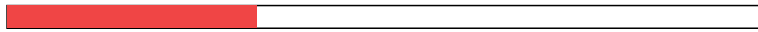
4. Solution Dialog

Behaviors: 0/17 (0%)

Manual Score: Level 4 - Master

5. Objection Resolution

Behaviors: 3/9 (33%)



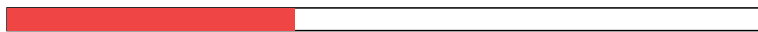
Demonstrated Behaviors:

Objection handling:

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

6. Asking for Commitment

Behaviors: 6/16 (38%)



Demonstrated Behaviors:

Summarizing:

- Summarises the focus product information
- Positions the closing summary by reinforcing key benefits and value

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

Maintaining rapport:

- Continues with a positive atmosphere
- Personalises the Close

7. Follow up

Behaviors: 0/13 (0%)

Manual Score: Level 4 - Master



Key Observations

observation

What Worked Well

well

What Can Be Improved

not well

Next Steps

next steps