

0 = Poor (P) - Task or skill was not observed   1 = Fair (F) - Insufficient demonstration   2 = Good (G) - Average/Sufficient demonstration 3 = Above Average (AA) - Enhanced level demonstrated   4 = Excellent (E) - Mastery and exemplary demonstration	AVG: 2.45
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BEHAVIOR	P	F (1)	G (2)	AA (3)	E (4)
Opening and good rapport				✓	
Reviews relevant information			✓		
Customized the call opening based on the scenario				✓	
Uses and understands the relevant data & information				✓	
Links appropriate messages to the scenario			✓		
Effectively uses tools and visual aids				✓	
Effectively uses tools and visual aids				✓	
Transitions successfully between brands			✓		
Uses information from multiple sources or places in the tools			✓		
Builds a compelling overall message					✓
Discusses the important safety information and offers prescribing information		✓			
Seeks to understand objections			✓		
Handles objections with appropriate tool / information				✓	
Uses objections to further advance the call			✓		
Assures the objections have been addressed				✓	
Reiterates purpose of the call			✓		
Seeks to gain realistic commitments				✓	
Closes the call with clear and appropriate requests for mutually-agreed-to actions			✓		
Sets an expectation for follow up			✓		
Delivers an overall compelling message			✓		

COMMENTS	
Overall Strengths	Very strong clinically. Great differentiation of the benefits over current therapy.