

Coaching & Performance Development Report

[N] SALES & NEGOTIATION

The session involved a negotiation where the customer expressed price concerns and sought justification for the product's high cost. The salesperson struggled to provide clear value explanations, leading to customer skepticism.

> **EMOTIONAL ARC:** Skeptical -> Resistant

> **SESSION QUALITY:** The interaction showed initial engagement but lacked effective value communication and responsiveness to customer questions.

> **KEY THEMES:** *Price objection handling | Value demonstration | Customer skepticism*

EXECUTIVE SUMMARY

The salesperson engaged with the customer's price concerns but did not effectively articulate the product's value to overcome objections. The responses were vague and did not directly address the customer's request for concrete reasons, which limited the potential to build agreement and trust.

KEY STRENGTHS

- + Engaged with customer's price concern by acknowledging the issue
- + Maintained a professional tone throughout the interaction

AREAS FOR GROWTH

- Provide clear, specific value propositions to justify price
- Respond directly to customer questions to build trust and rapport

NEXT STEPS:

Focus on preparing clear, benefit-driven explanations for pricing and practice responding directly and confidently to customer objections without deflecting.

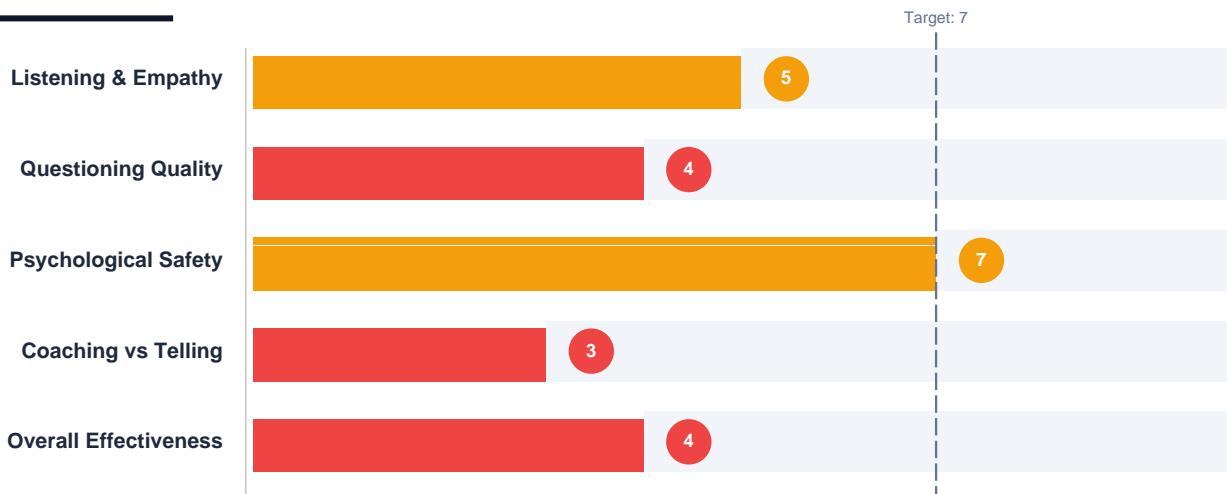
CONVERSATION ANALYTICS

Total Exchanges	Talk Time Balance	Question/Statement Ratio
4	50% User	0:4
Emotional Progression	Framework Adherence	
Skeptical and probing from customer, neutral and vague from salesperson	N/A	

SKILL DIMENSION ANALYSIS

DIMENSION	SCORE	INTERPRETATION	IMPROVEMENT TIP
Listening & Empathy	5/10	The salesperson acknowledged the price concern but did not fully address the customer's underlying need for clear justification, missing an opportunity to show deeper empathy.	Focus on explicitly acknowledging the customer's concern and paraphrasing to confirm understanding before responding.
Questioning Quality	4/10	The salesperson did not ask clarifying questions to better understand the customer's specific concerns or comparison points, limiting the ability to tailor responses.	Use open-ended and clarifying questions to explore customer concerns and needs more deeply.
Psychological Safety	7/10	The tone remained professional and non-confrontational, which helped maintain a safe environment for the customer to express	Continue to maintain a respectful tone while also encouraging open dialogue.
Coaching vs Telling	3/10	skepticism. The salesperson responded with vague statements rather than guiding the customer through the value proposition or exploring their	Shift from telling to coaching by asking questions and collaboratively exploring value with the customer.
Overall Effectiveness	4/10	concerns collaboratively. The interaction did not effectively move toward resolving the customer's price concerns or demonstrating value, limiting progress toward agreement.	Prepare concrete value points and practice delivering them clearly to address objections.

SKILL ASSESSMENT VISUALIZATION



SUCCESS MOMENT

"Customer felt comfortable expressing skepticism about the price."

Impact: Helped identify the key objection early in the conversation.
Replicate by: Continue to foster a non-defensive environment to encourage honest dialogue.

IMPROVEMENT AREA

"Once I have it, I can explain why it's placed on the finder..."

Try instead: Provide specific benefits and differentiators upfront to justify price.

Prevent by: Prepare clear value propositions and practice direct responses to common objections.

STRENGTHS IDENTIFIED

> Maintaining Professional Tone

The salesperson kept a calm and respectful demeanor despite customer pushback.

IMPROVEMENT AREAS

-> Value Communication

Responses lacked specific, compelling reasons to justify the product price.

-> Active Listening and Questioning

No clarifying questions were asked to understand the customer's perspective better.

PERSONALIZED RECOMMENDATIONS

IMMEDIATE ACTIONS: Prepare a list of key product benefits and differentiators to explain price clearly., Practice responding to price objections with specific examples and data.

FOCUS AREAS: Enhance active listening skills to better identify and address customer concerns., Shift from telling to coaching by engaging customers in dialogue about their needs.

? What specific value does the customer need to hear to feel confident about the price?

? How might asking a clarifying question change the customer's openness?