

## Coaching & Performance Development Report

### [N] SALES & NEGOTIATION

The session involved a negotiation where the customer expressed concerns about the high price and requested clearer value justification. The salesperson attempted to address these concerns but made a misstatement that reduced credibility. The emotional trajectory moved from skeptical to cautiously inquisitive.

- > **EMOTIONAL ARC:** Skeptical -> Cautious Inquiry
- > **SESSION QUALITY:** Moderate quality with room for improvement in clarity and confidence in value articulation.
- > **KEY THEMES:** *Price sensitivity | Value justification | Communication clarity*

### DEAL OVERVIEW

The salesperson acknowledged the customer's price concerns and attempted to justify the product's value by highlighting quality and durability. However, a critical misstatement ('hormones') undermined the explanation, causing the customer to question credibility. The salesperson could improve by providing clearer, accurate information and proactively differentiating the product from competitors to build trust and justify the premium price.

#### KEY STRENGTHS

- + Acknowledgement of customer's budget concerns, demonstrating empathy.
- + Attempted to differentiate product value by mentioning quality and longevity.

#### AREAS FOR GROWTH

- Accuracy and clarity in product knowledge to avoid confusion.
- Stronger, evidence-based value explanation to counter price objections.

#### NEXT STEPS:

Review product details thoroughly to ensure accurate communication. Prepare clear, concise value propositions emphasizing unique benefits. Practice responding to price objections with data or testimonials to build confidence.

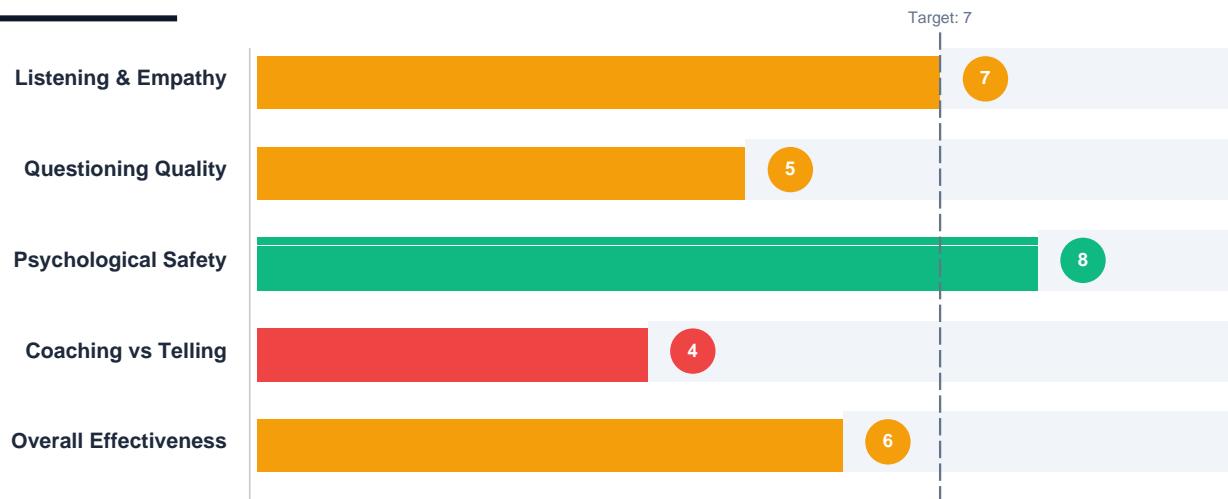
## NEGOTIATION DYNAMICS

Total Exchanges	Talk Time Balance	Question/Statement Ratio
4	60% User	0:4
Emotional Progression	Framework Adherence	
Skeptical to cautious inquiry	N/A	

## NEGOTIATION SKILLS

DIMENSION	SCORE	INTERPRETATION	IMPROVEMENT TIP
Listening & Empathy	7/10	The salesperson acknowledged the customer's budget concerns and responded with understanding.	Continue to validate customer concerns and use reflective listening to deepen rapport.
Questioning Quality	5/10	The salesperson did not ask clarifying questions to understand the customer's specific needs or compare competitor offers.	Incorporate open-ended questions to uncover customer priorities and objections more fully.
Psychological Safety	8/10	The salesperson maintained a respectful tone and did not dismiss the customer's skepticism.	Maintain this supportive tone to encourage open dialogue.
Coaching vs Telling	4/10	The salesperson primarily told rather than engaged the customer to explore their concerns and values.	Shift from explaining to asking questions that guide the customer to discover value themselves.
Overall Effectiveness	6/10	The interaction showed empathy but suffered from unclear product knowledge and insufficient probing, limiting persuasion.	Prepare clear, accurate value points and engage the customer with questions to tailor responses.

## SKILL ASSESSMENT VISUALIZATION



## TACTICAL MOVES & COUNTERS

### SUCCESS MOMENT

"*I understand that's a fair concern. At first glance, 500 can feel like a lot.*"

Impact: Encouraged the customer to stay engaged and express further concerns.

Replicate by: Use empathetic statements early when price objections arise.

### IMPROVEMENT AREA

"*The main reason for the price quality of the materials and hormones we said it offers...*"

Try instead: Clearly articulate product features and benefits without errors.

Prevent by: Review product details carefully before discussions and practice explanations.

## WINNING TACTICS

### > Empathetic Acknowledgement

The salesperson recognized and validated the customer's budget concerns promptly.

## MISSED OPPORTUNITIES

### -> Product Knowledge Accuracy

Misuse of terminology ('hormones') led to confusion and doubt.

### -> Engaging Through Questions

Lack of probing questions limited understanding of customer's priorities and objections.

## STRATEGIC ADJUSTMENTS

**IMMEDIATE ACTIONS:** Review and correct product knowledge to avoid misinformation., Prepare empathetic statements to acknowledge price concerns.

**FOCUS AREAS:** Develop questioning skills to better understand customer objections., Enhance clarity and confidence in articulating product value.

? What specific value does this product offer that competitors do not?

? How can I better invite the customer to share their concerns?

## LEARNING OUTCOME

*The user learned the importance of accurate product knowledge and empathetic communication to build trust and effectively address price objections.*