

EXECUTIVE SUMMARY

The user failed to establish rapport, conduct meaningful needs discovery, or address objections effectively. The response was vague and repetitive, lacking specific product benefits or engagement strategies. This resulted in poor outcome effectiveness and a missed opportunity to influence the customer.

PERFORMANCE SCORING

| DIMENSION | SCORE | EVIDENCE & LOGIC |
|-----------------------|-------|--|
| Rapport & Connection | 2/10 | The user repeated 'our pen looks very beautiful' without engaging the customer's concerns or personalizing the conversation. |
| Needs Discovery | 1/10 | No questions were asked to understand the customer's needs or preferences; the response was purely descriptive and vague. |
| Objection Mastery | 1/10 | The user did not address the customer's objections about pen functionality or durability, only restated an unclear claim about appearance. |
| Outcome Effectiveness | 3/10 | The message failed to move the conversation forward or convince the customer; it lacked persuasive elements or calls to action. |

SUCCESS MOMENT

"N/A"

No successful moment was observed in the user's single message.

RISK MOMENT

"So our pen looks very beautiful and that's how our pen looks."

This vague and repetitive statement failed to engage the customer or address their concerns, risking loss of interest.

MANAGER RECOMMENDATIONS

IMMEDIATE ACTION: Review training materials on active listening, needs discovery questioning, and objection handling to build

NEXT SIMULATION: Practice a roleplay focused on probing customer needs and addressing objections with specific product be