

PERFORMANCE ASSESSMENT SUMMARY

The participant demonstrated initial attempts at addressing customer concerns but lacked depth in value articulation and probing questions, resulting in moderate effectiveness.

EMOTIONAL JOURNEY: Skeptical -> Slightly more engaged

SESSION QUALITY: Moderate engagement with opportunities for deeper exploration

KEY THEMES: Value articulation, Probing questions, Customer skepticism

CONVERSATION ANALYTICS

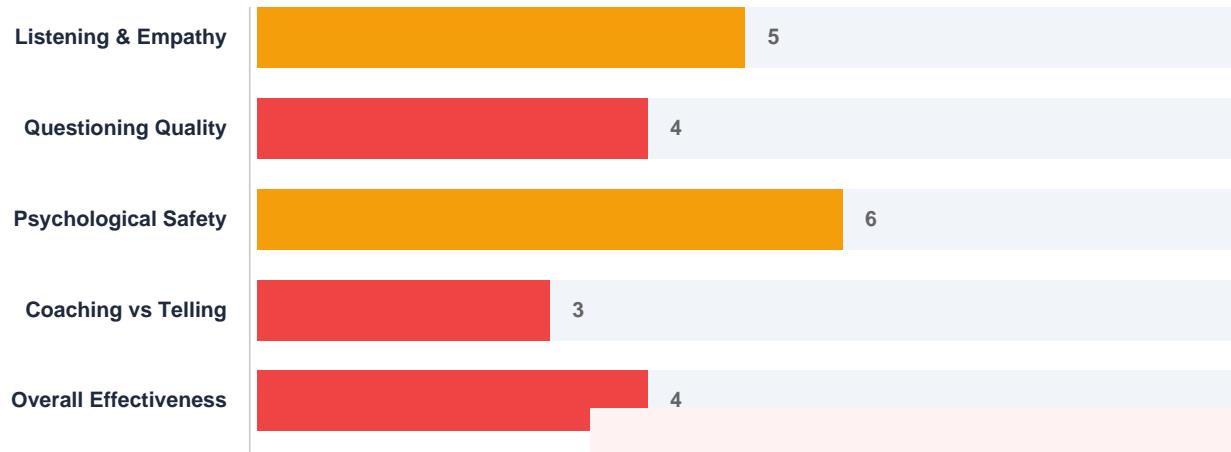
Total Exchanges	Talk Time Balance	Question/Statement Ratio
4	50% User	0.5
Emotional Progression	Framework Adherence	
Skeptical -> Slightly more engaged	Partial application of GROW model; needs deeper exploration	

SKILL DIMENSION ANALYSIS

DIMENSION	SCORE	INTERPRETATION	IMPROVEMENT TIP
Listening & Empathy	5/10	Acknowledged customer's concern but did not sufficiently validate or explore underlying feelings.	Reflect back customer concerns with more empathy and ask clarifying questions to deepen understanding.
Questioning Quality	4/10	Relied on broad questions without guiding the customer to specific value points.	Use more targeted and open-ended questions to uncover detailed customer needs and product benefits.
Psychological Safety	6/10	Maintained a non-confrontational tone but could improve by acknowledging customer's viewpoint more warmly.	Balance skepticism with affirmations to encourage open dialogue.
Coaching vs Telling	3/10	Focused on seeking explanations rather than guiding the customer to self-discover value.	Encourage customer reflection by asking questions like 'What aspects of the product do you find most valuable?'

Overall Effectiveness	4/10	Initial engagement was present but lacked depth and strategic questioning to build value and reduce price resistance.	Develop a structured approach to addressing price objections by linking features to customer benefits.
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SKILL ASSESSMENT VISUALIZATION



SUCCESS MOMENT

"I get that it has a lot of data..."

Impact: Maintained engagement without escalating tension.
Replicate by: Use affirmations before probing deeper into concerns.

IMPROVEMENT AREA

"Because just saying "huge amount of data" doesn't really justify the price to me."

Try instead: Express understanding first, then ask for more details.
Prevent by: Use phrases like 'I appreciate that, can you help me understand more about...' to maintain rapport.

STRENGTHS IDENTIFIED

> Safety Creator

Maintained a generally non-threatening tone despite customer skepticism.

IMPROVEMENT AREAS

-> Deepening Value Exploration

Missed opportunities to guide customer to articulate specific benefits.

PERSONALIZED LEARNING PATH

* Open-ended questioning

Priority: High | Week 1-2

* Empathy and validation

Priority: Medium | Week 3-4

ACTIONABLE RECOMMENDATIONS

IMMEDIATE ACTION: Incorporate more open-ended, value-focused questions.

NEXT PRACTICE: Practice handling price objections with empathy and probing.

FOCUS AREA: Questioning techniques and empathy expression

Timeline: 2-week focused practice period

Success Metrics: Increase open-ended questions by 40%, improve empathy statements by 30%