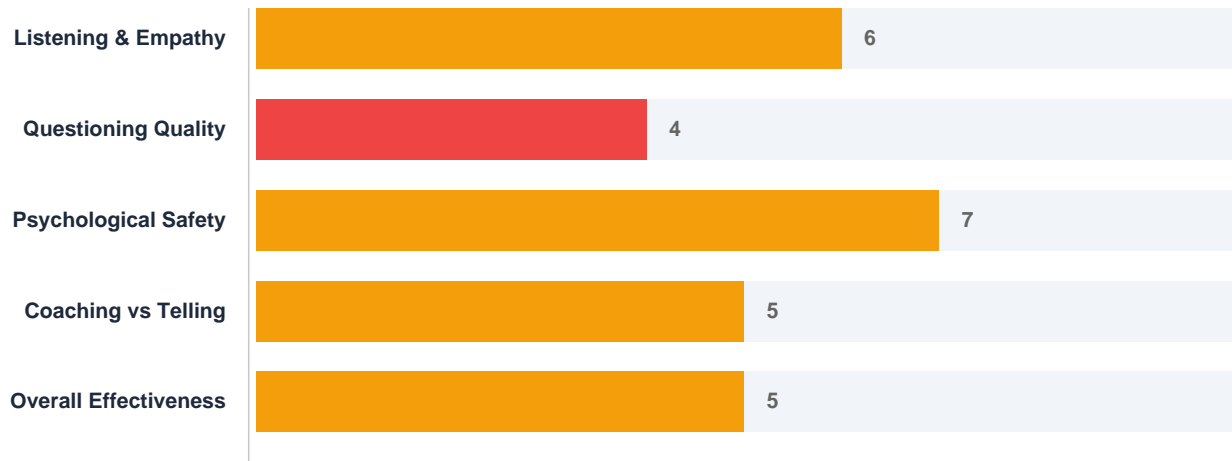


PERFORMANCE SUMMARY

The participant demonstrated moderate effectiveness in addressing customer concerns about price and value but struggled with clarity and specificity in explaining product benefits, leading to customer skepticism.

SKILL ASSESSMENT VISUALIZATION



SKILL DIMENSION SCORES

DIMENSION	SCORE	INTERPRETATION
Listening & Empathy	6/10	Acknowledged customer's price concerns and attempted to validate feelings but occasionally missed deeper probing to fully understand customer
Questioning Quality	4/10	Primarily used statements rather than open-ended or clarifying questions, limiting opportunities to explore customer needs or objections more
Psychological Safety	7/10	Maintained a generally non-threatening tone and admitted wording mistakes, which helped keep dialogue open despite customer pushback.
Coaching vs Telling	5/10	Relied heavily on feature listing and telling rather than coaching the customer to discover value through guided conversation.

Overall Effectiveness	5/10	Provided some relevant information but lacked compelling, concrete value demonstration and missed chances to engage customer curiosity more deeply.
-----------------------	------	---

SUCCESS MOMENT

""Hey, thanks for calling that out. You are right, saying invalid was not the best wording.""

Acknowledging the customer's correction helped build rapport and psychological safety, showing openness to feedback.

RISK / IMPROVEMENT AREA

""Also, it has superior core performance, better display and optic sensor, enhanced battery life, premium build material...""

Listing features without clear, relatable benefits or differentiators led to customer skepticism and perceived marketing jargon.

STRENGTHS IDENTIFIED

> Safety Creator

Created a psychologically safe environment by admitting imprecise language and validating customer concerns.

IMPROVEMENT AREAS

-> Enhance Questioning Techniques

Over-relied on statements and feature lists instead of asking open-ended questions to uncover customer priorities and objections.

-> Translate Features into Benefits

Features were presented without connecting them to tangible customer benefits or cost savings.

ACTIONABLE RECOMMENDATIONS

- IMMEDIATE ACTION:
- Practice asking open-ended questions to better understand customer needs and tailor responses accordingly.
- NEXT PRACTICE:
- Engage in role-plays focusing on translating technical features into customer-centric benefits using the ST/

OVERALL READINESS: Developing (5/10)