

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

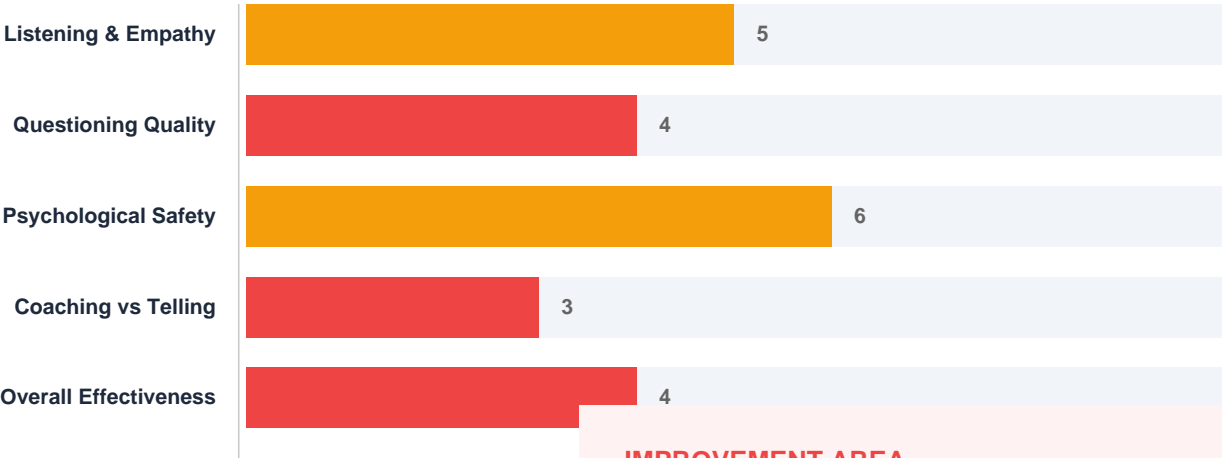
Total Exchanges	Talk Time Balance	Question/Statement Ratio
4	50% User	0.5
Emotional Progression	Framework Adherence	
Skeptical -> Slightly more engaged	Partial application of GROW model; needs deeper exploration	

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.
-----------------------	------	---	--

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%*