



Curbside Critique

After each appointment

1 = needs improvement 5 = Excellent

General	1	2	3	4	5	Comments
Appearance						
Pre-call planning						
On time						
Establish appropriate rapport						
Reviewed reason for appointment						
Set agenda and time expectations						
Was convincing and in command						
Interested & source of information						
Comfortable & confident						
Analysis	1	2	3	4	5	Comments
Developed needs through probing						
Seek us tell						
Uncovering concerns, problems						
Develop impact						
Close on needs						

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Curbside Critique, continued

After each appointment

1 = needs improvement

5 = Excellent

Presentation	1	2	3	4	5	Comments
Founded reason(s) for presentation						
Obtained agreement/commitment						
Showed product knowledge						
Translated features into benefits						
Presentation in order/organized						
Bridged needs/wants to presentation						
Discussed ROI						
Addressed all questions						
Handled objections						
Asked and handled competition						
Ask for close						
Debriefing	1	2	3	4	5	Comments
Open to feedback						
Participating in feedback session						
Understood sales cycle						
Comments:						