

Master The Sales Call Process – A Self Evaluation

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Components of a Successful Sales Call:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

To grab the customer's interest you must either:

- 1.
- 2.

Evaluation/ Observation Form

Name: _____ Date: _____

Position: _____

	Rate 1-10*
Preparation and Pre Call Planning**	_____
Professional Appearance	_____
Self-Organization (Properly Planned Day)	_____
Knowledge of Customer	_____
Knowledge of Competition	_____
Selling Skills	
Establishing Rapport	_____
Listening Skills	_____
Determining Needs/Probing	_____
Presenting Benefits	_____
Product Knowledge	_____
Use of brochures, Sales Tools, Testimonials	_____
Handling objections	_____
Closing/ Asking for the business	_____
Attitude	_____

* On a scale of 1-10, 1 is very poor; 10 is perfect. Less than 4 is well below standard; more than 7 is very good.

** To reinforce Pre Call Planning skills, purchase the CD of Barbara's Pre Call Planning teleseminar with detailed call planning form. To order, call the number below or email Cindy@RomanoSanfilippo.com.

To Master the Sales Call Process, have all your calls _____ by your manager or a peer.

Avoid the five most common pitfalls:

- 1.
- 2.
- 3.
- 4.
- 5.

To differentiate yourself from the competition you must present yourself as a _____, not a _____.

To determine why your prospect is not ready to do business with you- _____!
Objections are positive as they can tell you where you stand and what is preventing you from getting the business.

e.g. May I ask what your hesitations or concerns are about _____?

My strengths in making sales calls:

My weaknesses in making sales calls:

**To inquire about Barbara's speaking availability, sales training,
or private phone coaching, email Barb@RomanoSanfilippo.com
or call 1-877-I SUCCEED.**

