

Scorecard

Grading Instruction

What your sales pro should have taken away from this training is to be empathetic towards this customer by still getting the information they are requesting, but also try to understand where they are coming from and how you can change their option on you. Here are the most important factors to keep in mind while grading this test:

Yes No

Round One

☐☐

Did your salesperson keep a composed, apologetic but confident demeanor?

☐☐

Did your sales pro apologize to the customer?

☐☐

Did your sales pro assure the customer they'd get them what they need?

☐☐

Did your sales pro ask if their team did anything wrong to upset the customer?

Round Two

☐☐

Did your sales pro show appreciation for the customer's honesty?

☐☐

Did your sales pro express empathy for the bad experience at other dealers?

☐☐

Did your sales pro ask for permission to prove that they are different?

out of 7 =

%

Sales pro name:

Action Plan:

When our people are unable to diffuse situations, they are unable to solve problems. Increasing the abilities of your people in situations like this, increases the capacity of your overall business.