

FIELD APPRAISAL SYSTEM

SALES PROFESSIONAL:

DATE:

DATE OF LAST APPRAISAL:

ELEMENTS TO BE RATED	OUTSTANDING	GOOD	MARGINAL	POOR	IMPROVING	NO CHANGE	SLIPPING	COMMENTS
SELF-MANAGEMENT								
Efficient Use of Time - Planning								
Prompt Reporting (as required)								
Records - Maintained & Accurate								
Sales Aids, Equipment, Samples - Maintained								
Little Supervision Required								
Car - Clean, Neat, Orderly & Operative								
Call Priority - Territory Coverage								
JOB KNOWLEDGE								
Technical, knowledge of Company Services								
Knowledge of Company Policies & Procedures								
Customer & Prospect Knowledge								
Territory Knowledge								
FACE-TO-FACE SALESMANSHIP								
Organises Sales Equipment for Calls								
Locates & Sees Buying Authority								
Speaks in Customer's Terms								
Delivers Organised & Persuasive Presentation								
Handles Objections								
Stresses Benefits, not Features								
Controls the Interview								
Listens Carefully								
Asks Pertinent/Relevant Questions								
Speaks with Confidence & Authority								
Obtains a Commitment								
Remembers Names & Faces								
Knows When to Stop Selling & Ask for Action								

**AREAS FOR IMPROVEMENT
For Next Field Visit**

Date:

APPRAISED BY:

SALES PROFESSIONAL'S SIGNATURE: