

Sample Buyer Evaluation Form

Buyer's name:

Grade each line with the following scale.

5=A; 4=B; 3=C; 2=D; 1=F; 0=Missing

STYLE AND TECHNIQUE	Comments:	Points:	
Professional image and organized			1
Eye contact with seller, sincerity			2
Enthusiasm; involvement			3
PRESENTATION	Comments:	Points:	
Realistic and interactive opening			4
Knowledgeable response to S.P.I.N.			5
Questioned unsupported facts			6
Asked in-depth questions on the spreadsheet			7
Response to dramatization			8
WRITE THE OBJECTION YOU HEARD	Comments:	Points:	
Objection #1			9
Objection #2			10
Objection #3			11
Trial close response			12
OVERALL IMPRESSION		Total Points:	

Sample Sales Presentation Evaluation Form

Student Seller (your name):			
Presentation Date:			
Student Buyer:			
Class time:			
STYLE AND TECHNIQUE	Comments:	Points:	
Professional image, appearance			1
Eye contact with buyer, sincerity			2
Vocal variety; energy			3
Lack of fillers(um's)			4
Use of nonverbals			5
PRESENTATION	Comments:	Points:	
Approach method			6
Use of S.P.I.N.			7
Features/Demonstration			8
Advantages			9
Proof, evidence			10
Benefits			11
Value proposition discussed			12
Business Analysis/Spreadsheet			13
Dramatization			14
Use of visuals			15
CLOSING SKILLS	Comments:	Points:	
Objection #1			
handling technique			16
Objection #2			
handling technique			17
Objection #3			
handling technique			18
Trial Close			19
Closing technique			20
OVERALL IMPRESSION			
A=5; B=4; C=3; D=2; Vague=1; Missing=0			