

Outbound Excellence

Sales Development Update - Product Knowledge

First Review

Second Review

	1	2	3	4	5		6	7	8	9	10
Product Knowledge	Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity		Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity
a) Knowledge of the essential features of our product and services	3	4	7	20	13		5	6	11	20	9
b) Ability to translate all essential features into the appropriate customer benefits	4	5	9	20	11		6	6	12	21	9
c) Ability to explain the ROI advantages of our products and services to the customer	2	3	5	20	15		4	5	9	22	13
d) Familiarity with all product promotions, sales manuals, and product literature	7	8	15	20	5		8	8.5	16.5	23	6.5
e)											
f)											
Total Product Knowledge score	16	20	36	80	44		23	25.5	48.5	86	37.5

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Sales Development Update - Professional Development

First Review

Second Review

	1	2	3	4	5	6	7	8	9	10
	Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity	Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity
Professional Development										
a) Understanding of career goals and realistic plan for achieving them	3	4	7	20	13	5	4	9	20	11
b) Enthusiastic commitment for ongoing professional improvement	6	5	11	20	9	7	6.5	13.5	20	6.5
c) Personal commitment for increasing professional knowledge (1 hour a week min)	5	7	12	20	8	6	7.5	13.5	20	6.5
d) Ability to teach colleagues how to become more professional	4	5	9	20	11	7	8	15	20	5
e)										
f)										
Total Professional Development Score	18	21	39	80	41	25	26	51	80	29

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Sales Development Update - Industry Knowledge

	First Review					Second Review				
	1	2	3	4	5	6	7	8	9	10
Industry Knowledge	Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity	Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity
a) Knowledge of industry verticals and customer profiles	3	4	7	20	13	5	6	11	20	9
b) Keeping up to date with current information on industry trends and developments	4	5	9	20	11	6	6	12	20	8
c) Ability to understand key products with the industry	2	3	5	20	15	4	5	9	20	11
d) Ability to understand how equipment is utilized within specific verticals	7	8	15	20	5	8	8.5	16.5	20	3.5
e)										
f)										
Total Product Industry score	16	20	36	80	44	23	25.5	48.5	80	31.5

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Sales Development Update - Company Knowledge

	First Review					Second Review				
	1	2	3	4	5	6	7	8	9	10
Company Knowledge	Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity	Account Manager	Sales Manager	Combined Rating	Ideal Score	Improvement Opportunity
a) Knowledge of the company's history, mission, and value	3	4	7	20	13	5	6	11	20	9
b) Understanding of the company's policies, guidelines, and procedures	4	5	9	20	11	6	6	12	20	8
c) Ability to tap into the knowledge and information resources within the company	2	3	5	20	15	4	5	9	20	11
d) Ability to understand the financial realities of the company	7	8	15	20	5	8	8.5	16.5	20	3.5
e)										
f)										
Total Company Knowledge Score	16	20	36	80	44	23	25.5	48.5	80	31.5

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