

Sales Training Comparison Profile

Training Evaluation Criteria	ANSIR International Anita Sirianni <i>The Professional Sales Coach</i>	Training Company:	Training Company:
<p>Behavior How will the training cause reps to sell more effectively?</p>	<p>Circle the best that applies:</p> <p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>	<p>Circle the best that applies:</p> <p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>	<p>Circle the best that applies:</p> <p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>
<p>Skills How have our selling skills and competency been analyzed? How will the training program strengthen our specific weaknesses? How will improvements in competency be demonstrated by reps? How will the training company help us recognize progress and improvement in skills?</p>	<p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>	<p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>	<p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>
<p>Performance What has the training company provided to assist us in tracking sales, service, and customer care?</p>	<p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>	<p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>	<p>4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable</p>

<p>Reinforcement What follow-up options are included to reinforce learning and enhance our performance?</p>	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable
<p>Professionalism How current and professional are the program and materials?</p>	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable
<p>Relevancy What has the training company done to demonstrate an understanding of our needs ? How well does the program content tie to our specific needs? How applicable are training methods for new and seasoned sales veteran? How practical are methods and ideas for Clients business and real world selling situations? Do materials contain relevant and appropriate examples and exercises?</p>	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable	4 Very Good 3 Good 2 Poor 1 Very Poor 0 Not Applicable
<p style="text-align: right;">Summary Scores:</p>	<p>Total:</p>	<p>Total:</p>	<p>Total:</p>