INSIDE SALES CALL EVALUATION CHECKLIST

SDR CALL MESSAGING EVALUATION CHECKLIST

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The following checklist is intended as an evaluation tool for assessing how successful sales development reps (SDRs) are on sales calls. The checklist evaluates a rep's overall call messaging based on four skill categories. The results can be used to identify specific areas where reps need improvement.

SKILLS	NEEDS IMPROVEMENT 1	MEETS REQUIREMENTS 2	EXCELS 3
KNOWLEDGE			
Demonstrates adequate technical knowledge in responding to questions			✔
Presents information that is relevant to the prospect's role		✔	
Demonstrates appropriate knowledge of prospect's industry		✔	
QUALIFICATION			
Is able to qualify or disqualify the prospect efficiently			✔
Asks relevant questions to identify prospect's needs	✔		

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Sales Acceleration

I N T R O D U C T I O N

> " *Successful SDRs master a wide variety of skills including qualification, product/industry knowledge, verbal communication, persuasiveness and more.*

Much like a great football coach spends tons of time watching game footage, great sales coaches spend lots of time listening to sales calls. Why? Because while individual sales performance analytics are critical, it's important to go beyond the metrics and discover the reasons why certain reps are more successful than others.

Whether you listen to live calls or recordings, the goals are simple:

- Identify individual areas for improvement
- Discover areas for team improvement
- Find "model" sales calls that can be used to train new reps

With those goals in mind, we've created the *Inside Sales Call Evaluation Checklist* to help you transform more of your SDRs into A-players. It's a concise checklist that you can use to evaluate your reps' calls based on a variety of criteria. You'll notice that the categories address each part of a typical SDR meeting. That's because in our view, successful SDRs master a wide variety of skills including qualification, product/industry knowledge, verbal communication, persuasiveness and more.

Your reps will appreciate how organized your feedback is, and you'll become a better sales coach.

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SKILLS	NEEDS IMPROVEMENT 1	MEETS REQUIREMENTS 2	EXCELS 3
OVERALL MESSAGING			
Answers prospect's questions intelligently and coherently			
Adequately offers value			
Effectively builds rapport with prospect			
Speaks eloquently and authoritatively			
Conveys passion for the product or service			
Adapts messaging to suit prospect's needs			
CLOSING			
Addresses objections effectively			
Steadily moves conversation toward objective			
Effectively defines the objective and gets buy-in			

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Powerful Inside Sales Acceleration

Sell smarter, faster and more efficiently

" Simply the best inside sales solution for Salesforce.

Sean Whiteley
Founder, GetFeedback, a Campaign Monitor Company

" RingDNA was our best sales productivity investment this year.

Scott Clugston
Director Sales, FreshBooks

" RingDNA call data is something we could not live without.

Erik Kostelnik
Global Sales Director, Wrike

" I have used InsideSales, Ring Central and Five9 in the past, and now we have the team on RingDNA. It has been a fantastic experience. Really the best product that I have used with Salesforce.

Dallas Hogensen
Head of Sales, Lyft

Call us: 855.645.8028

yes - this is a call tracking number!

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