

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