

Training Program – Scorecard

Consultant: _____

Today's Date: _____

Date of Appointment under Review: _____

Review for Week Of: _____

Bride's Name: _____

CONSULTATION:

	Points Value	Comments	Points Awarded
9 Questions	1	All 9 questions must be asked	
4 Cuts	1	Explanation in detail	
Total Consultation Pts			

Comments:

SALES PROCESS:

	Points Value	Comments	Points Awarded
Use of 3 Ques/Stmts	1	Must use at least once	
11 Key Selling Phrases	3	All phrases must be used during the consultation	
Avoid Mismatching	1	If mismatching is avoided, 1 pt total	
Total Sales Process Pts			

Comments:

OVERCOMING OBJECTIONS:

	Points Value	Comments	Points Awarded
Objection 1	3	"First Time Looking"	
Objection 2	3	"Need to bring someone else"	
Objection 3	3	"Plenty of time/no need to decide now"	
Objection 4	3	"Need to look more places"	
Objection 5	3	"Over budget"	
Objection 6	3	"Wedding is far away"	
Other Objections	1	Any objections that are not included in current training will be awarded 1 point	
Total Objections Pts			

Comments:

CLOSING:

	Points Value	Comments	Points Awarded
Ask for the sale	1 pt/ask	1 point awarded for each time sale is asked for	
Ask 3 times	2 pts	2 points bonus for asking 3 times	
Total Closing Pts			

Comments:

EVALUATION:

	Points Value	Comments	Points Awarded
Evaluation form	1 pt	1 point for filling out evaluation for random appt chosen	
Total Evaluation Pts			

Comments:

TOTAL POINTS AWARDED: _____