

Sales Pitch Communication Effectiveness Form

Evaluator Name

Salesperson

Date

Clarity of Communication

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Comments on Clarity

Persuasiveness

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Comments on Persuasiveness

Understanding Client Needs

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Comments on Understanding

Overall Impression

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Additional Feedback