



Skill	Getting It Wrong	Getting It Right	Coach's Comments
1 Correct Use of the Conversation Guide	<ul style="list-style-type: none"> Failing to introduce the conversation guide correctly Vague or absent "roadmapping" of the conversation guide Paraphrasing important language 	<ul style="list-style-type: none"> Introducing the conversation guide as both central and valuable to the conversation Tight, frequent roadmapping - tracking with the conversation guide Communicating the important ideas exactly as written 	
2 Credible Discussion of Customer Problem	<ul style="list-style-type: none"> Rushing through the problem conversation Not demonstrating a true grasp of the customer's business (and problem) Failure to connect the problem to the customer's experience 	<ul style="list-style-type: none"> Knowledgeable and rich discussion of the customer problem Able to tie the generic problem to this particular customer Engages the customer in how they've experienced the problem 	
3 Effective Articulation of Your Value Proposition	<ul style="list-style-type: none"> Big ideas not clearly or carefully named Customer was generally unclear as to why your solution is superior No use of visual, image, or story 	<ul style="list-style-type: none"> Clear communication of the message's Big Ideas Demonstrates a clear understanding of why and where your solution is superior Effective use of visual, image, or story 	
4 Strong on Details	<ul style="list-style-type: none"> Ignoring or mis-explaining data and case studies Unable to add any additional color or flavor based on their own experience 	<ul style="list-style-type: none"> Proper and accurate use of the message's data, stories & examples Correctly connects data and examples to the big ideas they support Able to bring in relevant personal examples and stories 	
5 Strong Ask for the Action	<ul style="list-style-type: none"> Weak, unclear, or vague call to action 	<ul style="list-style-type: none"> Clear recommendation of the desired action A skillful fallback if customer is hesitant Move to schedule/organize next step 	
6 Mastering the Meeting Technology	<ul style="list-style-type: none"> Not comfortable with technology functions Failure to remove noise or visual distractions from the background 	<ul style="list-style-type: none"> Fluent with functions of the technology (e.g. sharing the screen, using the camera) Pre-tested the technology and microphone Removed distractions from the background 	
7 Precision in Language	<ul style="list-style-type: none"> Appeared unprepared and unrehearsed Fumbling, unclear, imprecise language Lack of/weak notes 	<ul style="list-style-type: none"> Well-prepared and rehearsed Use of impactful, memorable language Good notes as needed 	
8 Passion (Energy & Enthusiasm)	<ul style="list-style-type: none"> Low energy Monotone Little enthusiasm for "we can solve this problem" 	<ul style="list-style-type: none"> High energy (reasonable!) Lively, conversational tone Demonstrated enthusiasm for the solution 	
9 Creating an Interactive Experience	<ul style="list-style-type: none"> Pure monologue, not open to conversation No outbound questions/poor handling of inbound questions Not responding to customer signals (either positive or negative) 	<ul style="list-style-type: none"> Good use of outbound questions and skilled handling of inbound questions (AKA skillful conversation management) Read and handled the customer's signals (remembered to ask them to show their face) 	
10 Establishing a Trustworthy Presence	<ul style="list-style-type: none"> Felt relationally weak: failed to generate warmth or trust Excessively low or high authority: passive or bullying Excessively low or high authenticity: detached or oversharing 	<ul style="list-style-type: none"> Relationally strong: generated warmth, trust and credibility Showed authority, but not too much Displayed authenticity, but not too much 	

 Getting the Message Right
 Getting the Meeting Right